Rapporteur Group meetings of ITU-D Study Group 1 Question 7

Access to telecommunication/ICT services by persons with disabilities and other persons with specific needs
28 September 2018, Geneva Switzerland

LET'S TALK ABOUT ICT ACCESSIBILITY – THE KEY TO INCLUSIVE COMMUNICATION

AND HOW TO SUPPORT GLOBAL IMPLEMENTATION

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AGENDA:

1. **ABOUT DIGITAL INCLUSION OF PwD AND ICT ACCESSIBILITY MEANING**

2. **GLOBAL COMMITMENTS AND ITU's MANDATES TO FACILITATE ACCESS TO ICTs FOR PwD**

3. **GLOBAL USERS – UNDERSTANDING CONSUMERS' NEEDS AND RELATED ICT TRENDS**

4. **UNDESTANDING DEFINITIONS AND CONCEPTS**
   - **FROM 3E (EQUIPMENT, EQUAL, EQUITABLE) TO 3A (ACCESSIBLE, ASSISTIVE AND AFFORDABLE)**

5. **ABOUT ICT ACCESSIBILITY BENEFITS FOR:**
   - **GOVERNMENTS**
   - **PRIVATE SECTOR**
   - **ACADEMIA**
   - **USERS/ALL**

6. **KEY RESOURCES**

7. **CONCLUSIONS**

AGENDA:

1.   ABOUT DIGITAL INCLUSION OF PwD AND ICT ACCESSIBILITY MEANING

WHAT INCLUSION OF PWD MEANS?
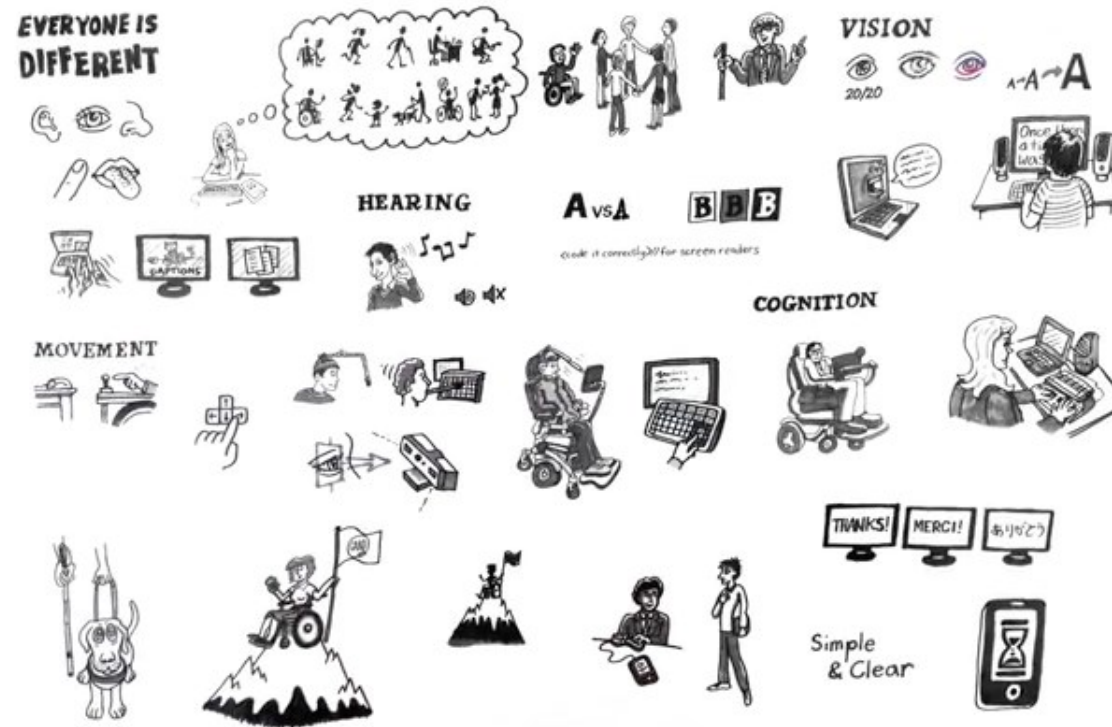
WHAT DIGITAL INCLUSION MEANS?

EXCLUSION

SEGREGATION

INTEGRATION
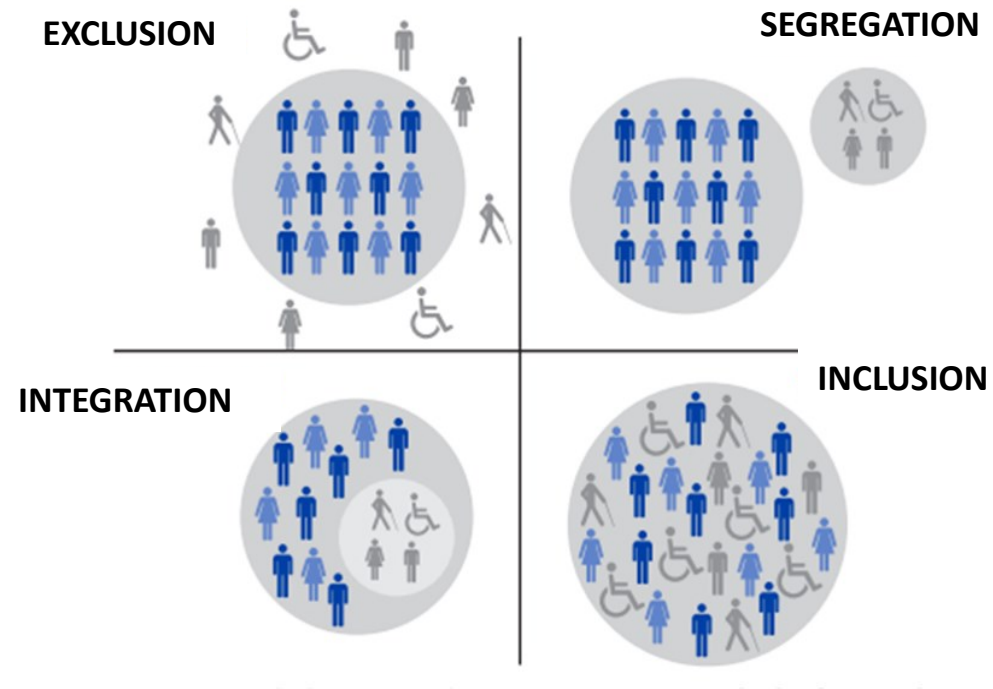
INCLUSION

➢ **Digital inclusion means empowerment of people through information and communication technologies (ICT)**

➢ **Digital inclusion is the ability of individuals to access ICTs**

➢ **The ITU-D digital inclusion activities 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.

Inclusion implies mainstream

WHAT DIGITAL INCLUSION OF PWD MEANS?

https://www.youtube.com/watch?v=6ic8OO4ORI8

Video (3.56 min)

Everyone is different –Be digital inclusive!

WHAT ICT ACCESSIBILITY MEANS AND WHY WE SHOULD PROMOTE IT?

➢ **Accessibility - general** :
   ✓ *"extent to which products, systems, services, environments and facilities can be used by people from a population with the widest range of characteristics and capabilities to achieve a specified goal in a specified context of use"* (ISO TC 159).

➢ **ICT Accessibility:**
   ✓ *" Removing barriers so that persons with disabilities can use ICTs"* (ITU Model Policy Report)

   For many modern technologies and in many contexts of use, ICTs can be designed and developed to meet the needs of all users

➢ **ITU-D's final goal in promoting ICT accessibility to ITU Members is:**
   ✓ **To help develop policies, legislation, regulations, standards and guidelines, to support establishing an ICT accessibility environment;**
   ✓ **To contribute to the development of inclusive digital societies globally.**

2. **GLOBAL COMMITMENTS AND ITU's MANDATES TO FACILITATE ACCESS TO ICTs FOR PWD**

1. UN: Convention on the Rights of Persons with Disabilities (CRPD)

➢ **September 2018:**

    ✓ **177 countries have ratified the CRPD = >90%**
    ✓ **161 countries have signed the CRPD**

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

✓ **ensure access for PwD, on an equal basis, ... to information and communications technologies**

✓ **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**

This Convention is one of the most widely-ratified international human rights treaties, which reaffirms that PwD are entitled to the same treatment as everybody else.

2. ICT and SDGs

➢ **ICTs are catalytic drivers to enable the achievement of all the SDGs**

"The spread of ICTs and global interconnectedness
has great potential to accelerate human progress".
Agenda for Sustainable Development (Paragraph 15)

➢ **SDGs referring specifically to Persons with Disabilities: 1, 4, 8, 10, 11, 16**

➢ **However ICTs also contribute to:**
  ✓ **the educational, economic and social development of PwD**
  ✓ **elimination of barriers for enabling PwD their independent life**
  ✓ **create inclusive societies (ALL)**

ITU-D MANDATES ON ICT ACCESSIBILITY FOR PwD
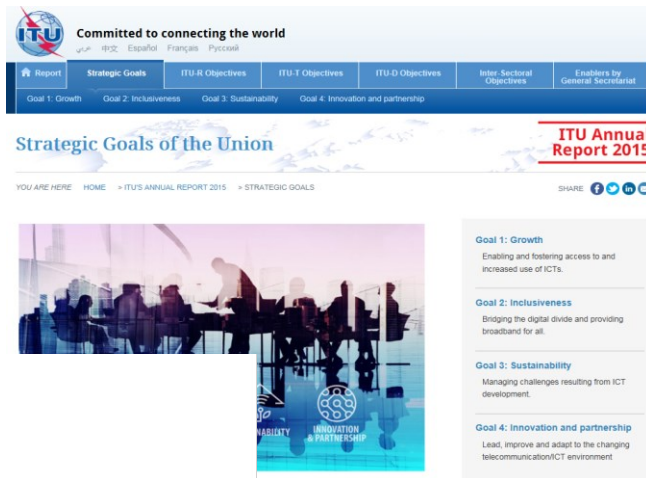
➢ **ITU Strategic Goal 2, Inclusiveness**
- ✓ **Target 2.5.B:** *"Enabling environments ensuring accessible telecommunication/ /ICT for persons with disabilities should be established in all countries by 2020"*
- ✓ ***New* proposal to ITU Strategic Plan Target 2.9 – extended to 2023** *(Add 1 to doc 24 to PP 2018)*
- ✓ **PP Resolution 175** (Rev. Busan, 2014)

➢ **WTDC -17 Buenos Aires Action Plan:**
- ✓ *Output 4.3*
- ✓ *Programme:* **Digital inclusion for empowering women and girls , persons with disabilities and other people with specific needs.**
- ✓ ***Regional Initiatives*** *related to ICT accessibility and PwD :AFR 2&4;EUR3; ASP2; AMS4.*
- ✓ *(Annex 2 to Resolution 2)* - *Study Group 1, Question 7/1* *"Access to telecommunications/ICT services for PwD and other persons with specific needs"*
- ✓ **Resolution 58** (Rev. Buenos Aires, 2017) *"Telecommunication/information and communication technology ICT accessibility for persons with disabilities and persons with specific needs"*

AGENDA:

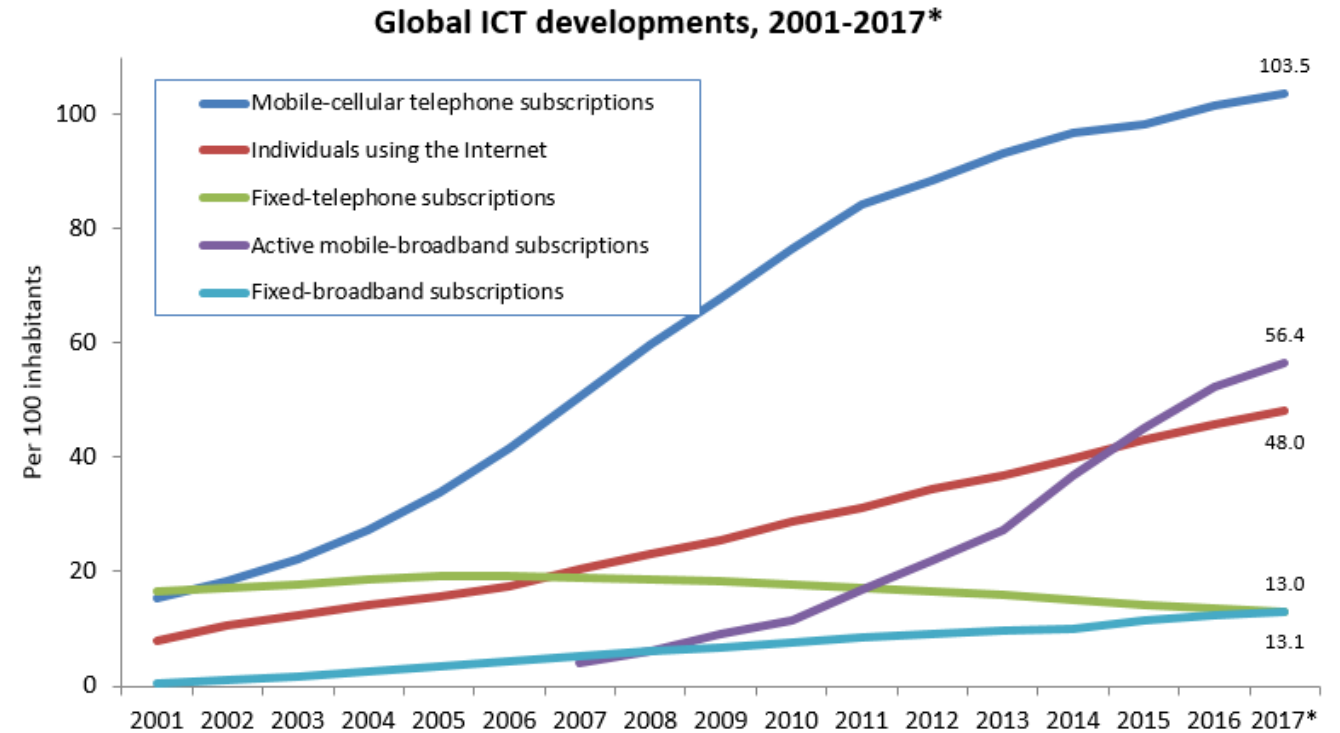**3.   GLOBAL USERS – UNDERSTANDING CONSUMERS' NEEDS AND RELATED ICT TRENDS**

GLOBAL USAGE of ICTs AND IMPACTS
Which are the global ICT trends?

➢ **7,7 billion mobile cellular subscriptions**

➢ **4.2 billion mobile broadband**

➢ **3.6 billion Internet users**

(ITU source 2017)

Global ICT developments, 2001-2017*

- Mobile-cellular telephone subscriptions
- Individuals using the Internet
- Fixed-telephone subscriptions
- Active mobile-broadband subscriptions
- Fixed-broadband subscriptions

Per 100 inhabitants

103.5
56.4
48.0
13.0
13.1

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017*

Note: * Estimate
Source: ITU World Telecommunication /ICT Indicators database

Understanding consumer's needs – Who (will) need accessible ICTs?

➢ 1.1 billion people live with some type of disability *(UN WHO-2015)*

➢ 1.1 billion youth at risk of hearing loss due to unsafe listening *(UN WHO-ITU Make Listening Safe Initiative 2015)*

➢ 2.1 billion people aged 60 and above, predicted by 2050 *(UN Report on World Population Aging 2017)*

None of us are getting any younger.

● teens
● twenties
● thirties
● forties
● fifties

Visualization by Aron Strandberg
Twitter: @aronstrandberg
Source: UN World Population Prospects

1960 World Median Ages
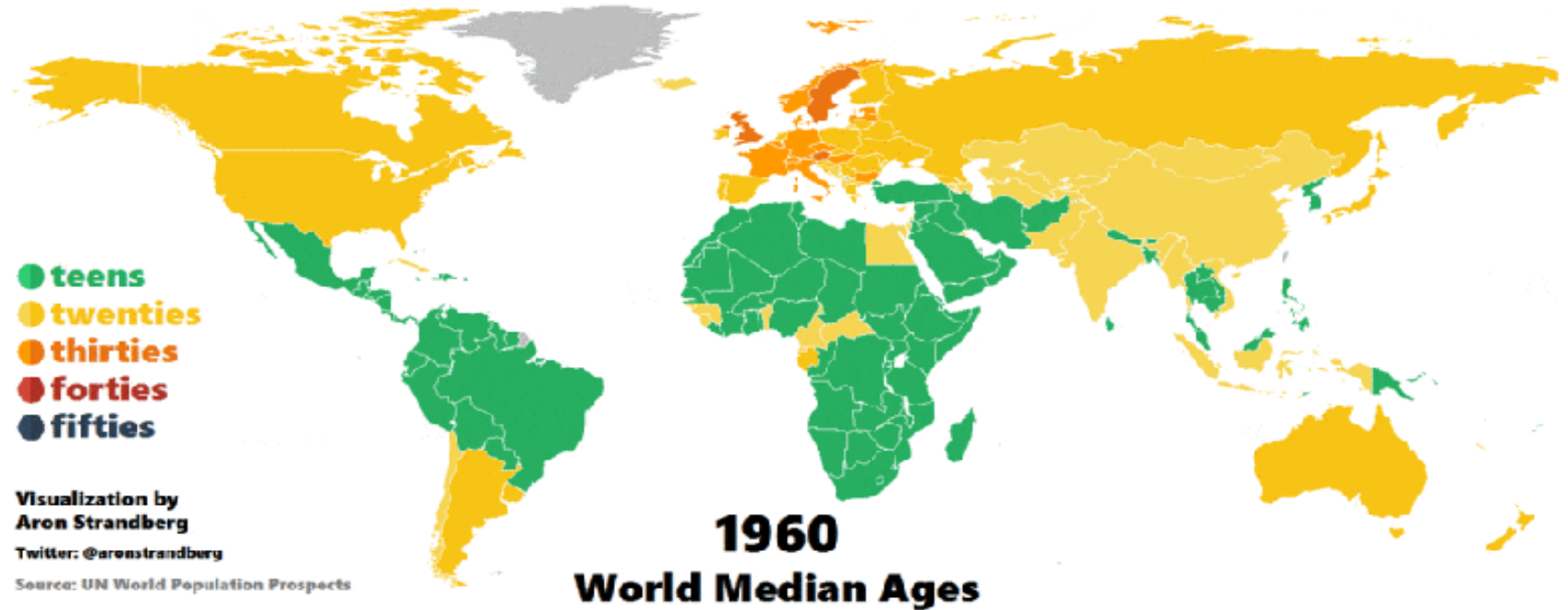
Half of the world's population will need accessible ICTs in next 30 years!!!

AGENDA:

4. **UNDESTANDING DEFINITIONS AND CONCEPTS**
    - **FROM 3E (EQUIPMENT, EQUAL, EQUITABLE) TO 3A (ACCESSIBLE, ASSISTIVE AND AFFORDABLE)**

How ICTs can overcome barriers

I have difficulties to speak → **ICT** → I use e-mails, voice recognition technology

I have low vision → **ICT** → I grow the font size and change color contrasts

I am a blind person → **ICT** → I use screen readers, which read to me everything they recognize in a site or an app

I have difficulties using a mouse → **ICT** → I surf using a keyboard or a specific assistive technology device

I am a deaf person → **ICT** → I read the captions in multimedia content and use text messages

Disability= impairment + barriers (*attitudinal and environmental*)
ICTs can provide PwD with the interface that enable them to communicate and live independently

What is the meaning of accessible ICTs?
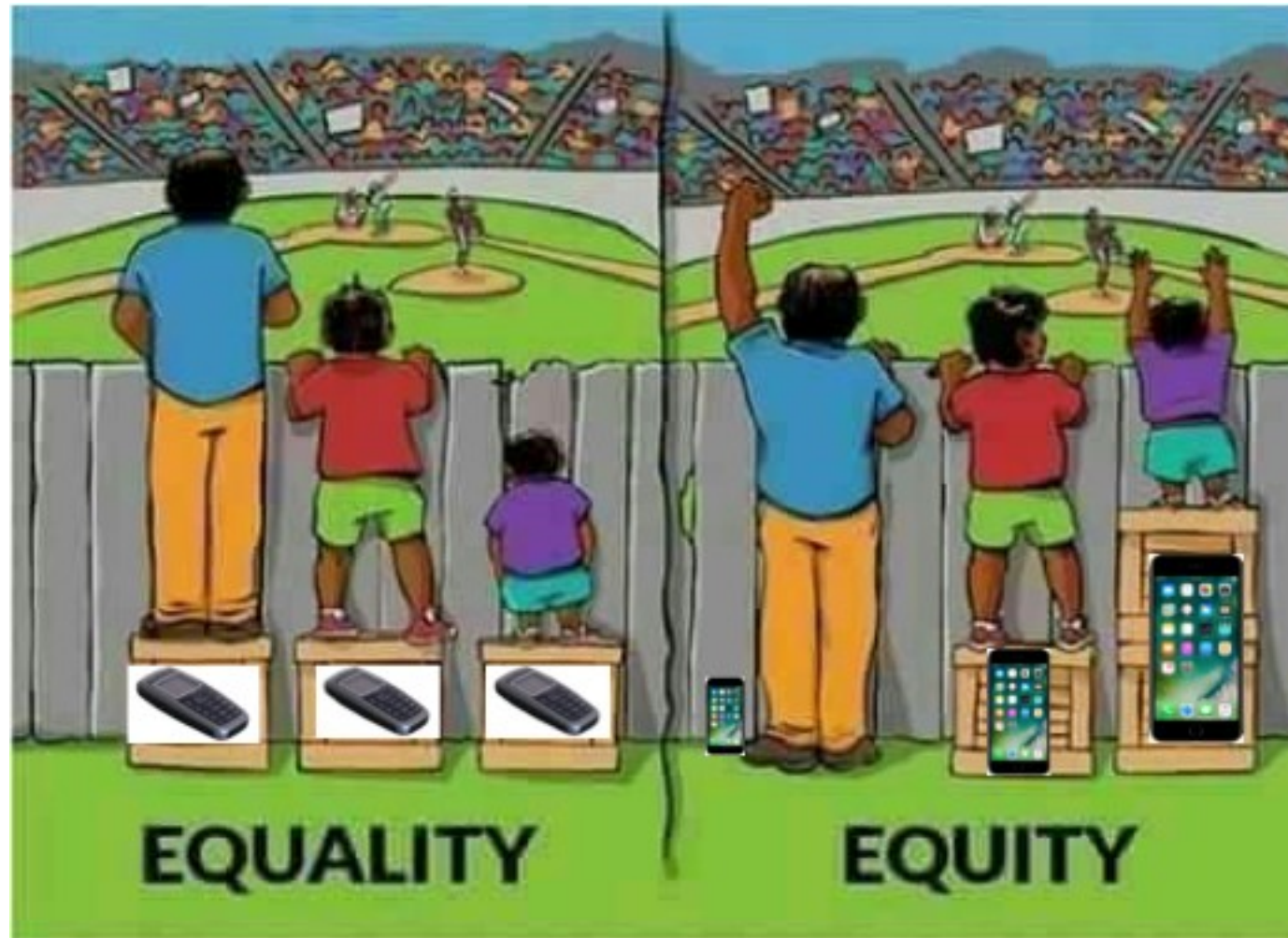
Equipment + Equality + Equity = accessible ICTs
An accessible ICT facilitates access to information to ALL users

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 users based on their own capabilities, needs and/or circumstances**

  ✓ Are **compatible with assistive technologies**

  ❑ **ASSISTIVE Technologies (AT)** = *complement to accessible ICTs*

    o Is a **separate hardware or software added to equipment or services** to enable persons with more severe disabilities to overcome the barriers they face to access information and communication

    o Are **used to enable or compensate users** with 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   Inclusiveness and link to universal design
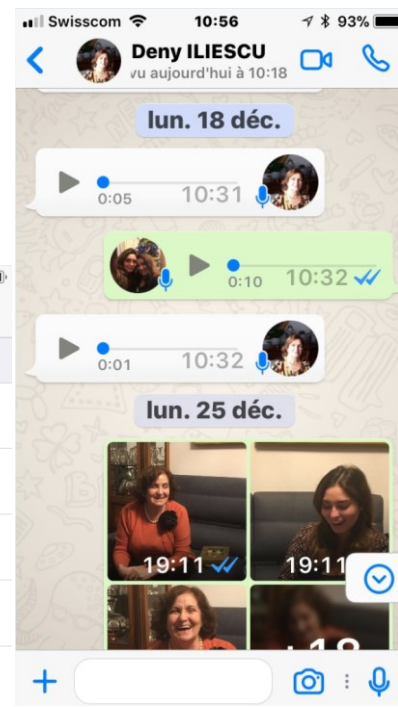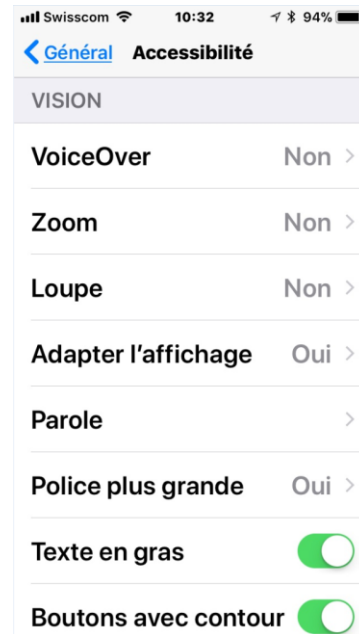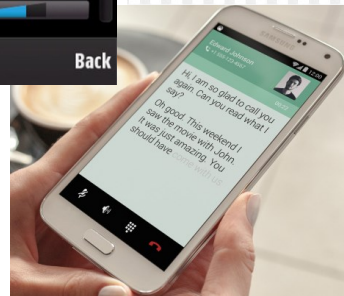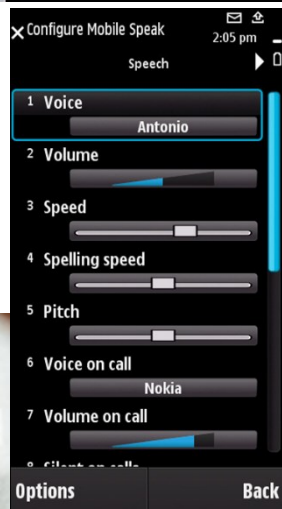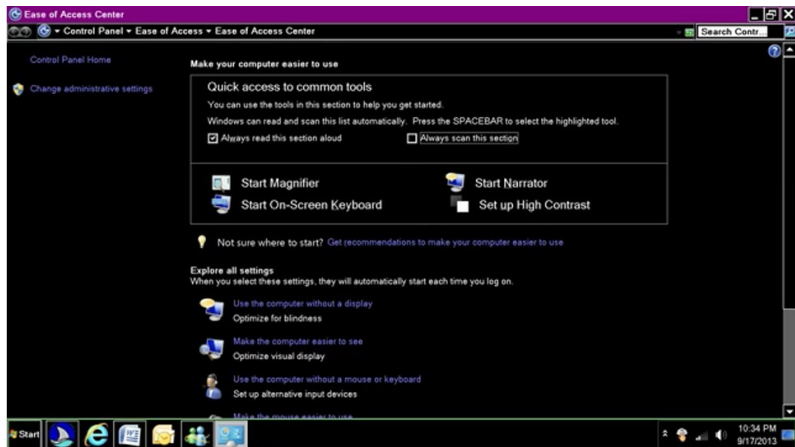
Examples of equipment and software / assistive technology - AT

AGENDA:

5.   **ABOUT ICT ACCESSIBILITY APPLICATIONS AND BENEFITS FOR**
   - **GOVERNMENTS**
   - **PRIVATE SECTOR**
   - **ACADEMIA**
   - **USERS/ALL**

Governments:
Why are accessible ICTs important? Which are the benefits? What to do?

➢ **Accessible ICTs are necessary to ensure that all citizens have access to:**
   ✓ Public information & communication
   ✓ Public services (health, e-government, emergency, etc.)

➢ **When governments and public authorities purchase accessible ICTs they:**
   ✓ Create an accessible employment environment in the public sector
   ✓ Deliver better value for money to the citizens
   ✓ Make them (ICTs accessible) affordable by reducing the cost

   "Considering that public procurement represents 20% of the GDP of an average country though an accessible ICT public procurement policy Governments can develop a prosperous digital market"

➢ **Through regulating and promoting ICT accessibility, governments will:**
   ✓ Reduce inequalities
   ✓ Create an inclusive society in their country
   ✓ Ensure that all citizens participate to the country's development
   ✓ Increase the country's economic growth

Governments:
How to consider and apply accessibility principles in policy regulation?

DRAFT
- Laws
- Policies
- Regulations

DEFINE
- Targets
- Codes of practice
- License conditions
- Monitoring
- Awareness

IMPLEMENT

ICT Ministries
Regulator
Industry
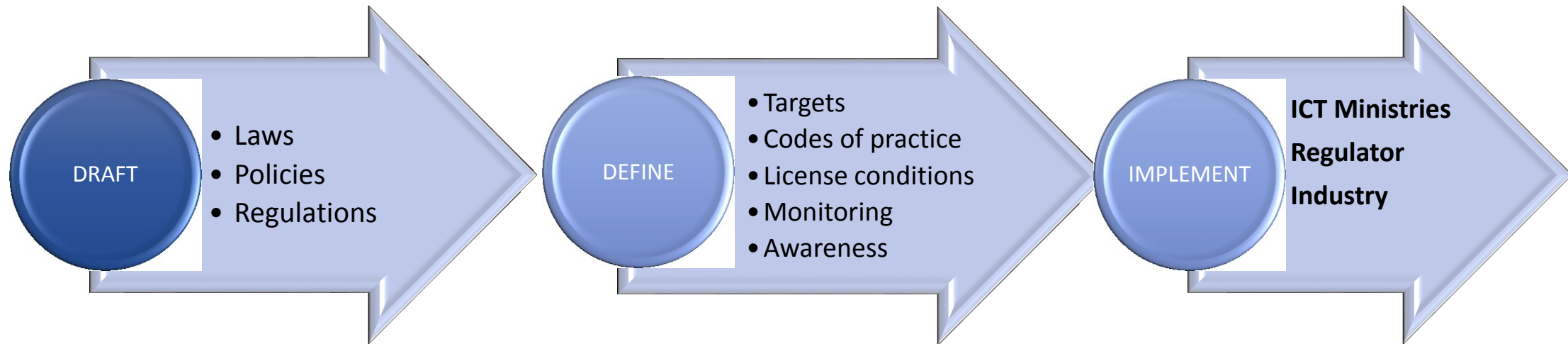
Process of developing and updating any general policy

Industry and private sector:
Which are the benefits to develop accessible ICTs?

"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." Adobe

➤ **The global market for disability/accessibility is worth :**
  - ✓ 2017 $1.3 trillion / for only 1.1 billion persons that need accessible ICTs
  - ✓ *2050 $+5 trillion / for over 4.3 billion persons that will need accessible ICTs*

➤ **People with disabilities are consumers:**
  - ✓ Up to 20% will directly benefit from improvements to accessibility
  - ✓ An estimate of 50% will benefit indirectly

➤ **Developing accessible ICTs is worth because:**
  - ✓ Incentivises manufacturers and suppliers to innovate and produce better
  - ✓ Improves over-all quality of ICTs by making them more user-friendly
  - ✓ Creates a market for accessible ICTs
  - ✓ Improves business benefit

Academia:
Which are the benefits to build in country capacity in ICT accessibility?

➢ **The Academies have an important role in shaping level of education within the countries**
   - ✓ Have the educational means to change people mindsets
   - ✓ Can adapt curriculum to respond to the demand,
   - ✓ Can create professional in ICT accessibility
   - ✓ Can determine employability level within the country
   - ✓ Can influence future social and economic development of its students

➢ **If the Academies will develop capacities in ICT accessibility they will:**
   - ✓ Develop new and innovating ICT solutions for the digital inclusion of ALL
   - ✓ Develop universal designed innovative solutions
   - ✓ Develop a pull of experts in a topic (digital accessibility) that is highly demanded
   - ✓ Promote access to education for All citizens

Why is it important that PwD have access to ICT?

➢ **ICTs are necessary for PWD** to achieve access to:
  ✓ Information and communication
  ✓ Education
  ✓ Work market
  ✓ Public services (e-health, e-government, e-emergency)

➢ **ICTs are fundamental for PWD** to achieve:
  ✓ Social inclusion
  ✓ Economic development

➢ **ICTs are indispensable for PWD** to:
  ✓ Transform their thoughts into acts and their dreams into facts!
  ✓ Enable them to have an independent life such as persons without disabilities

Video link:
https://www.youtube.com/watch?v=S_YaTcKpH7s

To achieve all above ICTs should be accessible!

Accessible ICTs are good for ALL!

Helps:

- ✓ **Persons with disabilities to access ICTs and have an independent life**
- ✓ **Aging populations to easier access ICTs**
- ✓ **Immigrants, refugees or illiterate people to use accessible features to facilitate communication**
- ✓ **Governments to increase country's social and economic development**
- ✓ **Industry and manufactures to develop better products and increase market opportunities**
- ✓ **Private sector to attract more costumers and increase their business value**
- ✓ **Academies to provide inclusive education and innovating ICT solutions for the digital inclusion**
- ✓ **ALL of us!**

ICT accessibility enables communication for ALL and ensures digital inclusive societies!

AGENDA:

6.   KEY RESOURCES

ITU-D KEY RESOURCES TO PROMOTE ICT ACCESSIBILITY

STUDY GROUP Question 7/1 REPORTS to WTDC

➢ **ITU-D works with ITU members through STUDY GROUP on**
"Access to telecommunication ICT services by PwD and with specific needs"
- ✓ **Governments** to **develop ICT accessibility policies and regulations**
- ✓ **Industry** to define and **manufacture accessible ICTs**
- ✓ **Public and private sector** partners to **ensure that ICT access and services are accessible, affordable, equitable for ALL**
- ✓ **Academia** to **empower people though technology education and training**

➢ **FINAL REPORTS issued and presented to WTDC (2010,2014,2017)**
- ✓ Many countries have already created ICT accessibility policy frameworks on public ICT access, mobile communications, TV/video programming, public procurement of accessible ICT and accessible government websites.
- ✓ These reports presents: good practices, outlines challenges and proposes recommendations and guidelines based on country experiences.
- ✓ **ALL Reports are available in all 6 UN languages**

https://www.itu.int/pub/D-STG-SG01.07.4-2017

Through our joint work, we protect and support everyone's fundamental right to communicate!

ITU-D key resources to promote ICT accessibility

REPORTS:

❑ **Model ICT Accessibility Policy;**

❑ **Making TV accessible;**

❑ **Making Mobile Phone and Services Accessible**

➢ Provides policy guidelines and legal and regulatory framework
➢ Designed to help countries develop their own accessibility policies and regulations
➢ Modular design includes stand-alone sections on:

1. Model ICT legal, policy and regulatory framework
2. Model ICT accessibility framework on public access
3. Model mobile communications accessibility policy framework
4. Model television/video programming accessibility framework
5. Model web accessibility policy framework
6. Model accessible ICT public procurement policy framework

✓ All Available in Arabic, Chinese, English, French, Russian, Spanish, e-book version
✓ Accessibility of PDF report checked and edited by BarrierBreak
✓ Available at URL:www.itu.int/en/ITU-D/Digital-Inclusion/Pages/Reports.aspx
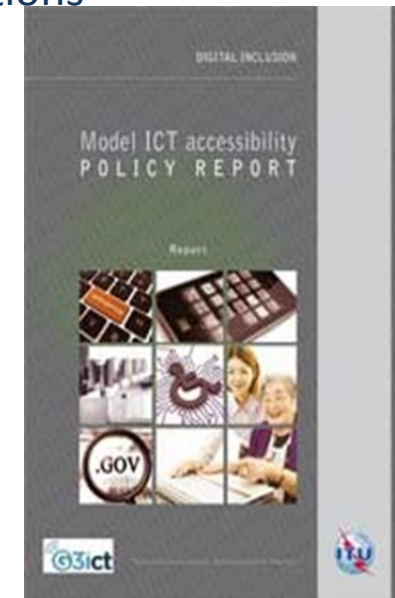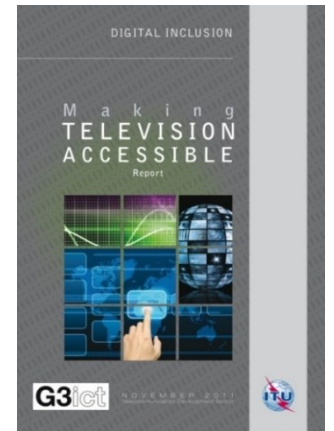
ITU-D KEY RESOURCES TO PROMOTE ICT ACCESSIBILITY
3 Self-paced training courses - ICT Accessibility the Key to inclusive communication

➢ **new!** **Self-paced training courses on:**

   ✓ Enabling Communication for All though ICT Accessibility
   ✓ ICT accessibility policy, regulation and standards (public procurement)
   ✓ Achieving ICT Accessibility through Public Procurement

➢ **Training courses on Public Procurement of accessible ICTs**
   On-line tutor lead though ITU Academy -upon request

ENROLL TODAY: To take the course and earn the certificate you can enroll today at ITU Academy !

www.itu.int/en/ITU-D/Digital-Inclusion/Persons-with-Disabilities/Pages/Self-Paced-Online-Training-on-ICT-Accessibility.aspx

ITU-D KEY RESOURCES TO PROMOTE ICT ACCESSIBILITY
Video Tutorials on the creation of accessible digital documents and remediation
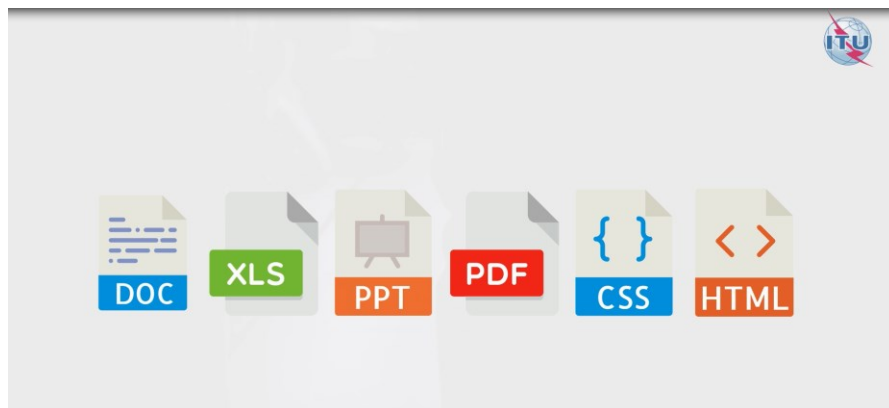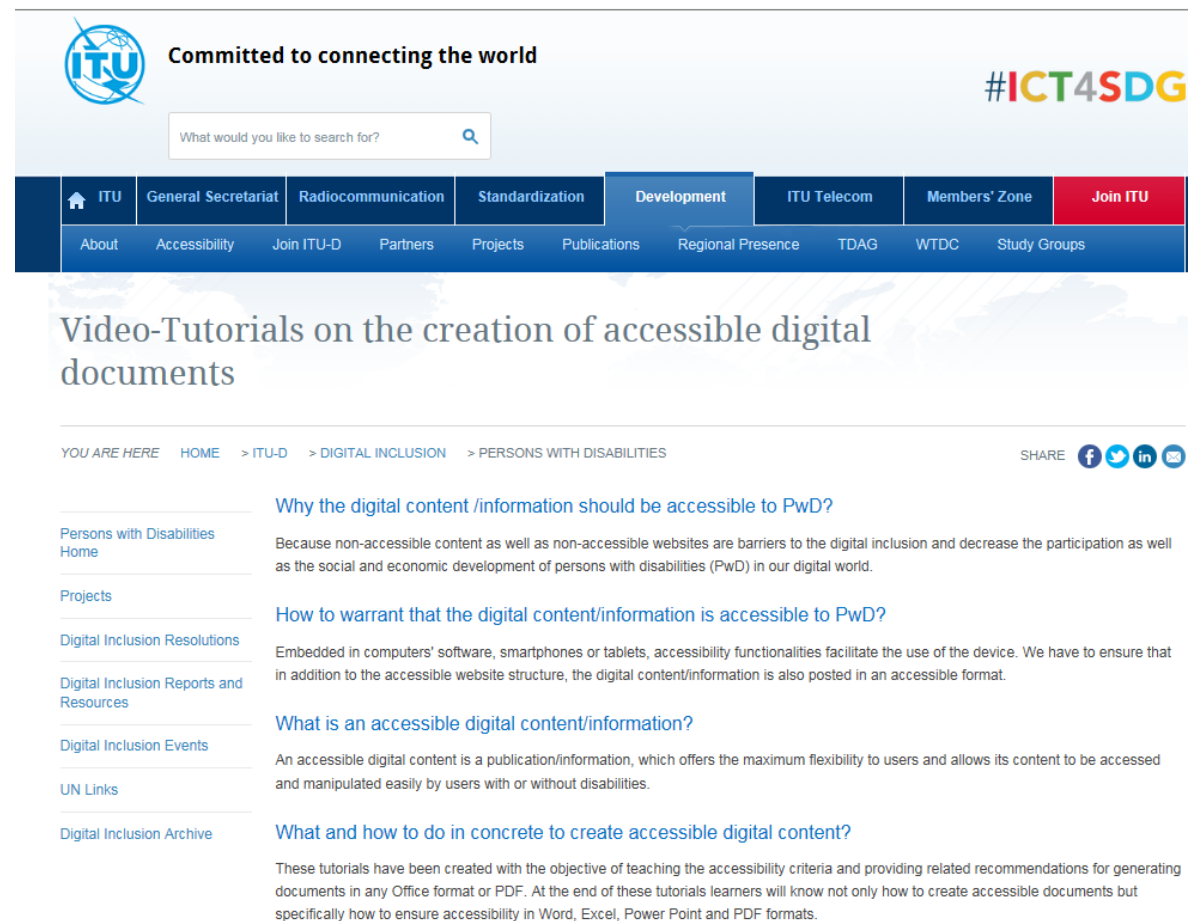
➤ **new! 5 Videos tutorials on the creation of accessible digital documents and remediation**
  - ✓ **General** – video link
    - ✓ **Word**
    - ✓ **PDF**
    - ✓ **Excel**
    - ✓ **PPT**
➤ **Available in English, French and Spanish**

www.itu.int/en/ITU-D/Digital-Inclusion/Persons-with-Disabilities/Pages/Video-Tutorials-on-Accessible-Digital-Content.aspx

ITU-D key resources to promote ICT accessibility
Nacional Program on Web Accessibility "Internet for @ll"

➢ **Raise awareness among the Government** and stakeholders involved in ICT accessibility to understand that:
  - ✓ Providing public accessible information (digital content and websites) is a win-win
  - ✓ Enabling PwD access to information, study and work will improve their social and economic development as well as their participation and contribution in overall 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 documents remediation
  - ✓ Design, develop and maintain accessible websites

  so that the **countries can replicate these capacities and develop experts in web accessibility**, who will ensure that the public (and private) information and services is available to all citizens including PwD.

➢ The Program also propose a **self-sustainable model to raise funding for digital training of end users/PwD in the use of accessible websites.**

➢ **Incentivize governments /decision makers to lead by example** and **create of a national digital ICT accessibility ecosystem** thus enabling digital and social inclusion of ALL citizens.
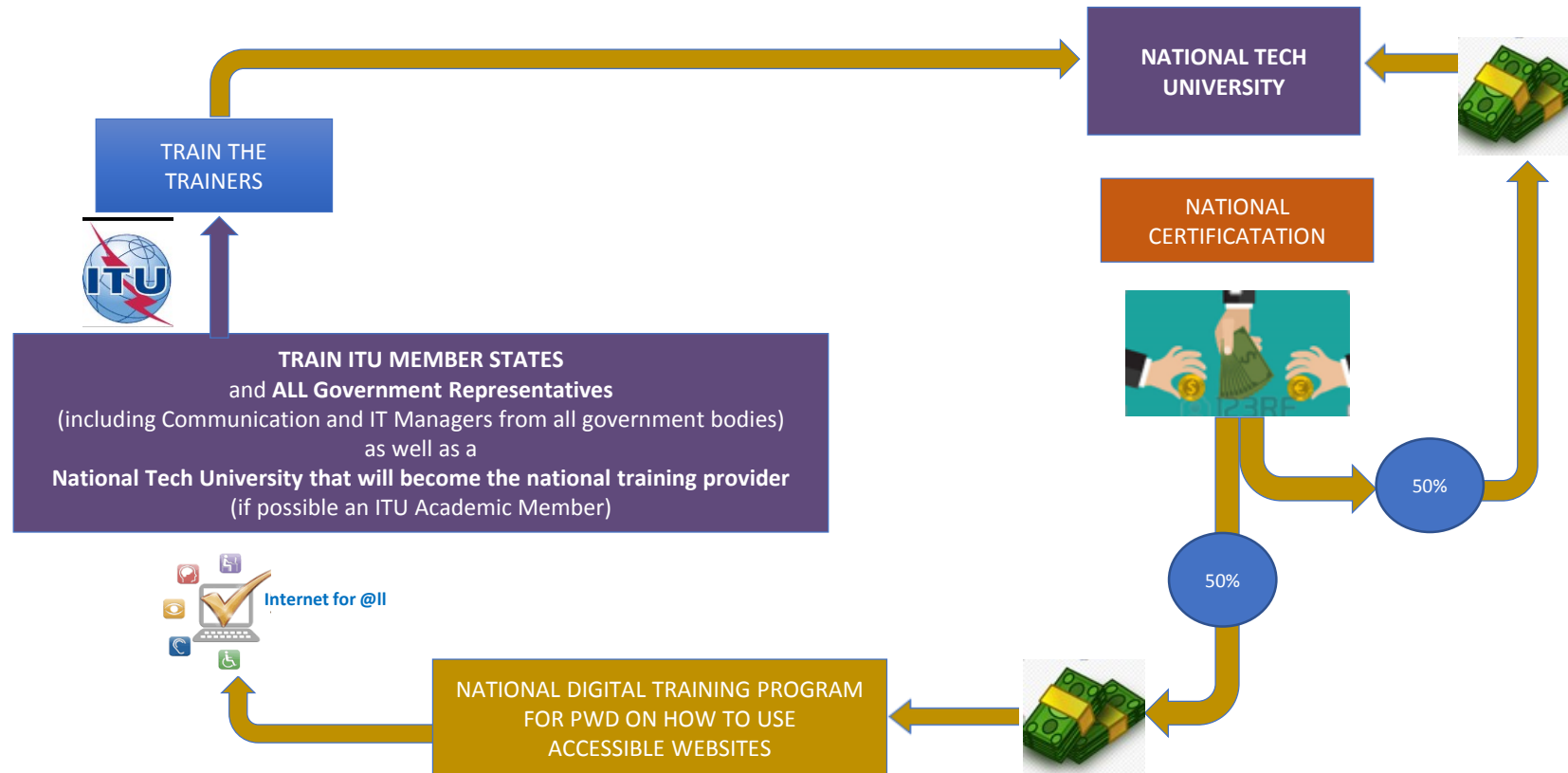
ITU-D key resources on ICT accessibility

National Program on Web Accessibility "Internet for @ll" –

360° Self-sustainable educational model for web accessibility implementation

- ✓ ITU will raise awareness, enhance country's knowledge in web accessibility and provide related curriculum
- ✓ The country's training provider will ensure the dissemination of the curriculum at the national level, also providing certification
- ✓ The funds generated by the national certification will be shared between the national training provider and a national fund that will serve to train PwD to navigate the Internet through accessible websites
- ✓ All parties will benefit from this educational model: government, national education system, service providers and end users

Impact of web accessibility on the lives of PwD

Web Accessibility for people with Disabilities

Video link: https://www.youtube.com/watch?v=3LTwtRCpHO4

6.   CONCLUSIONS

CONCLUSIONS:
KEY ISSUES ON ICT ACCESSIBILITY TO BE CONSIDERED BY POLICY MAKERS

1. **Raise awareness among all national key stakeholders** (Government, Broadcasters, Industry, Private Sector, Academia, NGOs etc)–about the need to promote ICT accessibility;

2. **Build consensus and inclusive policy-making** through encouraging national and regional debates to promote ICT accessibility.

3. **Mainstream ICT accessibility** through inclusive language, definitions, and provisions in national policies, laws & regulations;

4. **Identify key steps on ICT accessibility for industry makers and local content providers** such as making accessible content and devices(public and mobile phones, TV sets) available;

5. **Promote ICT accessibility also as a business opportunity;**

6. **Establish clear targets, periodic monitoring and evaluation** to ensure implementation of national ICT accessibility policies and services;

7. **Encourage national trainings and educational programs** on disability topics;

8. **Promote ICT accessibility in local context and language** (for example of voice recognition and text-to speech interfaces);

9. **Involve and consult with end users/PwD in all national related processes in ICT accessibility** embracing the principle of '*nothing about us without us*'.

EVERYBODY'S WORK IN ICT ACCESSIBILITY CAN MAKE A DIFFERENCE BUT ONLY WORKING TOGETHER WE CAN MAKE THE CHANGE!

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For more information: ITU-D Digital Inclusion Division:
https://www.itu.int/en/ITU-D/Digital-Inclusion/Persons-with-Disabilities/Pages/Persons-with-Disabilities.aspx