

# ITU-D Open Public Workshop

“Strategic management of ICT  
Accessibility for an Inclusive Digital  
Transformation”

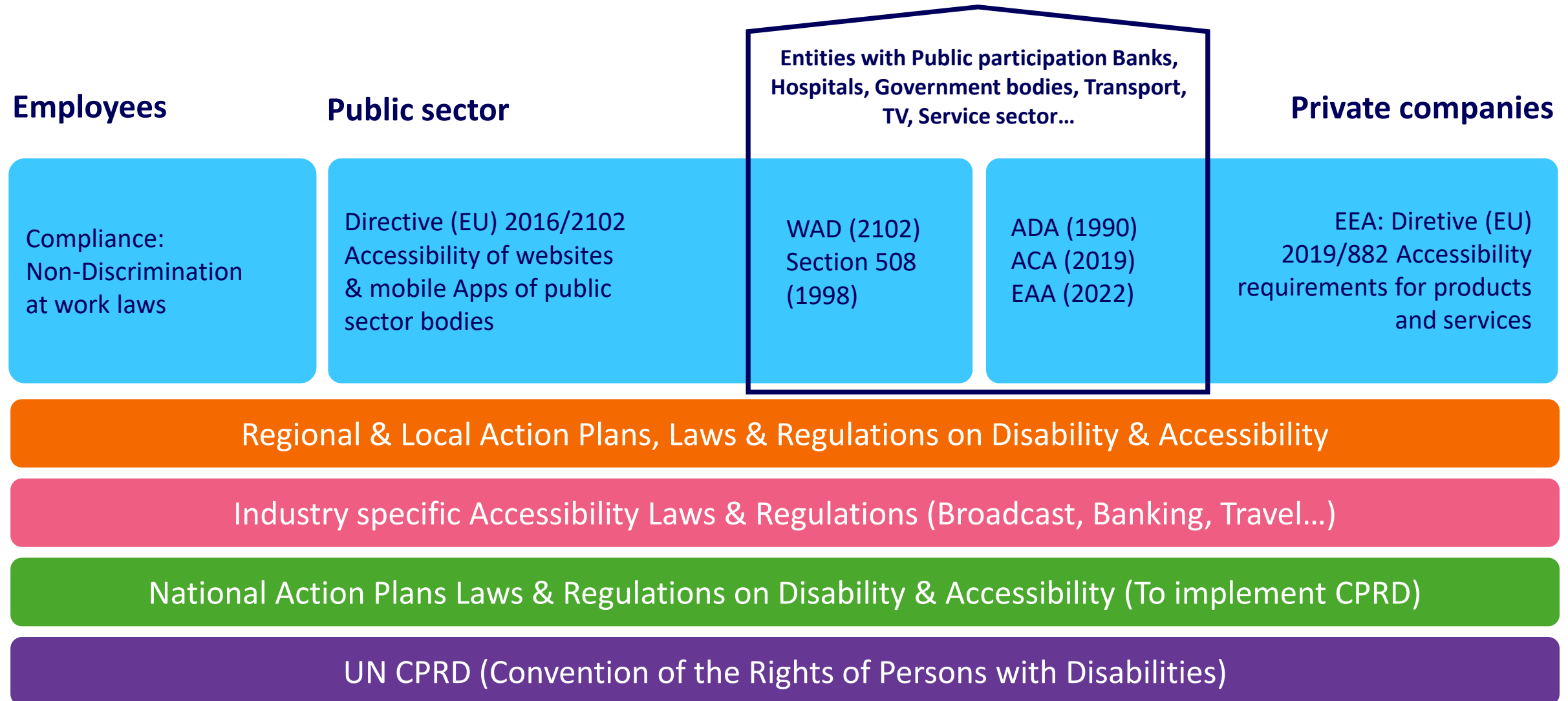
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# Accessibility requirements are transversal

**Everyone** is in scope of regulations, and everyone benefits when we do Accessibility well



## Focus on other EU Directives referencing Accessibility

- **Digital Markets Act** (“gatekeepers”: Amazon, Apple, Google, Meta, Booking, Alibaba, etc.): reference to the EAA and the Audiovisual Media Services Directive (Directive (EU) 2018/1808), but not to the CRPD...
- **Artificial Intelligence Directive**: includes obligation for high-risk AI to mandatory accessibility requirements.

## ...and other critical ones that don't

- **Digital Services Act:** no mandatory accessibility obligations for digital services but voluntary “codes of conduct” for providers.
- **The (Amended) Payment Service Providers Directive (PSD2):** sets security requirements for bank operations (payments, access to accounts online or via apps), i.e. Strong Customer Authentication (SCA) requiring two authentication factors may pose challenges:
  - be difficult to understand or be executed by individuals with impairments, e.g. QR code-based functionalities, required SCA actions taking too long for people with cognitive impairments, etc.
  - performing the SCA process requires in most cases possession of a smartphone

## Meanwhile, the EEA:

- Applies to the following services:
  - electronic communications services (except for certain transmission services);
  - services providing access to audio-visual media services;
  - websites; mobile device-based services including mobile applications; electronic tickets and electronic ticketing services, etc.
  - interactive self-service terminals for all passenger transport services;
  - consumer banking services; and ecommerce services.
- Establishes that “providers of consumer banking services and e-commerce services have additional obligations which include providing consumers with "identification methods, electronic signatures, and payment services which are perceivable, operable, understandable and robust“
- ...but neither the **DSA** nor the PSD2 makes any reference to the EEA

What are the key challenges and opportunities in fostering a culture of digital inclusivity within organizations?

How can these challenges be effectively addressed through strategic planning and implementation?

# Challenges in Awareness and Training

- One challenge lies in raising awareness and providing comprehensive training on digital inclusivity.
- Organizations can address this by developing tailored training programs, fostering a culture of empathy, and ensuring that employees understand the importance of digital inclusivity.

# Opportunities in Innovation and Collaboration

- Embracing digital inclusivity presents opportunities for innovation and collaboration.
- Organizations can leverage these opportunities by:
  - creating cross-functional teams dedicated to accessibility,
  - fostering a culture of knowledge-sharing, and
  - encouraging employees to contribute to accessibility initiatives.



# Strategic Planning for Inclusivity

- Strategic planning plays a crucial role in addressing challenges and leveraging opportunities.
- To foster a culture where digital inclusivity is seen as a strategic imperative rather than an afterthought, organizations should:
  - develop clear accessibility roadmaps,
  - establish measurable goals, and
  - integrate inclusivity into their core values, thus.

# Questions?

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