

# Accessible Americas: *Information and Communication for ALL*

A REGIONAL EVENT FOR THE AMERICAS

São Paulo, Brazil

12 to 14 November 2014

## Provisional Agenda

Over 1 billion people live with some kind of disability. Persons with disabilities and growing numbers of older people are cut off from the digital revolution when ICTs lack accessibility features. In the Latin America & Caribbean Region, according to The World Bank, there are at least 50 million persons with disabilities and disability is considered an important cause and consequence of poverty. This number indicates that it is essential to find strategies and practices to ensure accessible ICTs for persons with disabilities (PwD) and to identify the roles and actions to be taken by government, the private sector, academia, civil society and the commitment of the international community for the definition of strategies and implementation of policies, regulations and industry codes of conduct aimed at promoting the equal inclusion of PwD in the Information and Knowledge Society.

Accessibility is about eliminating barriers faced by persons with disabilities in using ICT services and equipment, in line with Article 9 of the United Nations Convention on the Rights of Persons with Disabilities and the Dubai Action Plan agreed at the 2014 ITU World Telecommunication Development Conference. Accessible ICTs ensure the social inclusion of persons with disabilities in education, employment, civic engagement, healthcare, culture, protection and entertainment. As stated in the NETMundial outcome document, persons with disabilities should enjoy full access to online resources on an equal basis with others and everyone should have the right to access, share, create and distribute information on the Internet. In line with this, in partnership with the Government of the City of São Paulo, the Brazilian Federal Government and UNESCO, ITU is working with governments and other stakeholders to promote ICT accessibility in order to create fair and equal opportunities for PwD and support a regional disability-inclusive development agenda that will contribute to the emerging post-2015 global development agenda by treating ICT accessibility for persons with disabilities as a cross-cutting development issue.

Accessible Americas: information and communication for all, is a landmark event aimed at moving discussions from identification of principles to implementation of practices on how stakeholders from the Americas Region can make use of accessible ICTs and assistive technologies to safeguard and ensure the rights of PwD considering equality and affordability. Furthermore, this initiative intends to focus on the importance of ICTs to empower PwD emphasizing that through cooperation, development of tools, capacity building and the development of policies and strategies it is possible to remove barriers and enable human development and social inclusion.

### 12 November 2014

08:00 - 09:00	<b>REGISTRATION</b>
09:00 – 10:30	<b>OPENING SESSION</b> <ul style="list-style-type: none"><li>➤ National Secretary for the Promotion of the Rights of Disabled People, SDH, Antonio José do Nascimento Ferreira</li><li>➤ President of the Telecommunications National Agency (Anatel), João Rezende</li><li>➤ Director for the Americas Region, International Telecommunications Union (ITU), Bruno Ramos</li><li>➤ Representative, UNESCO in Brazil, Lucien Muñoz</li><li>➤ Director National Movie Agency (Ancine), Rosana Alcântara</li><li>➤ Local govt. Representative: (Mayor of Sao Paulo or the Municipal Secretariat for the People with Disabilities and Reduced Mobility) (TBC)</li></ul>
10:30 – 11:45	<b>Session 1: What do we mean by ICT accessibility?</b>

	<p>In this session, persons with different kinds of disabilities will identify the features they need to use a range of ICTs and stakeholders will provide demonstrations of existing accessible ICT solutions that could be used throughout the Americas region.</p> <p><b>Moderator:</b> Fernando Ribeiro, Advisor, National Secretariat for the Promotion of the Rights of Disabled People, Secretariat of Human Rights (SDH) of the Presidential Cabinet of the Brazilian Republic</p> <p><b>Presentation:</b> Understanding the needs of persons with disabilities, Roxana Widmer-Iliescu, ITU-D, Senior Programme Officer, Special Initiative Division-SIS</p> <p><b>Panelist 1:</b> Accessibility needs for the persons with visual disabilities, Paulo Romeu Filho, PRODAM-SP</p> <p><b>Panelist 2:</b> Accessibility needs for Deaf or hard of hearing people, World Federation of the Deaf (WFD), Phil Harper, Chair of Expert Group in Accessibility and Technology</p> <p><b>Panelist 3:</b> People with Mobility Impairment: Augmentative and Alternative Communication (AAC), A video-presentation by Vic Valentic, Member of the Executive Board of the International Society for Augmentative and Alternative Communication (ISAAC) representing People who use AAC, Canada</p> <p><b>Innovation Demonstration:</b> Screen readers for web accessibility, F123 initiative, Brazil, Marta Gil and Cléverton Barros</p>
11:45 – 12:00	<b>COFFEE BREAK</b>
12:00 - 12:10	<p><b>Launching of UNESCO Global Report</b> “Opening New Avenues for Empowerment: ICTs to Access Information and Knowledge for Persons with Disabilities” in Portuguese. Adauto Cândido Soares, Coordinator for Information and Communication sector, UNESCO Office, Brasilia, Brazil and Alexandre Barbosa, CETIC.br</p>
12:10 – 13:30	<p><b>Session 2: Why is ICT accessibility important?</b></p> <p>This session will examine the role of standards in promoting accessible ICTs and how accessible ICTs promote the goals of inclusive education, social and cultural inclusion and employment of persons with disabilities.</p> <p><b>Moderator:</b> Clóvis Baptista, Executive Secretary of CITEL/OAS</p> <p><b>Video Presentation:</b> Daniela Bas, Division for Social Policy and Development (DSPD) - UN/DESA, Director – ICT Accessibility as a cross-cutting enabler for sustainable development for People with and without Disability (presentation exhibited on November 14, 2014)</p> <p><b>Panelist 1:</b> Fulfilling the UNCRPD mandate: standardization and accessibility to ICTs in ITU, Simão Campos, ITU Standardization Sector</p> <p><b>Panelist 2:</b> The role of accessible ICTs for inclusive education of persons with disabilities, Assistive Technology and Education, Rita de Cássia Reckziegel Bersch</p> <p><b>Panelist 3:</b> Promoting ICT accessibility for the employment of persons with disabilities (POETA, The Trust for the America, <a href="http://www.poeta-accesible.org/en">http://www.poeta-accesible.org/en</a>), Sergio Pérez</p>
13:30 – 15:15	<b>LUNCH</b>
15:15 – 16:40	<p><b>Session 3: Challenges to ensure that ICT are accessible. Regional Case Studies</b></p> <p>This session will examine the challenges and opportunities of practices and strategies to promote accessible ICTs in the Americas region, looking at corporate social responsibility measures, policies and regulations and tariff plans.</p> <p><b>Moderator:</b> Bruno Ramos, ITU Director for the Americas Region</p> <p><b>Panelist 1:</b> Regulation: Anatel Challenges and Initiatives to promote accessibility in telecommunications, National Telecommunications Agency-Anatel, Brazil Regulator, Karla</p>

	<p>Crosara Ikuma Rezende, Manager of Universalization and Access Expansion</p> <p><b>Panelist 2:</b> Positive Social Impact from accessible ICTs – Successful Initiatives in Colombia – Ministry of Information and Communications Technologies-MINTIC, Colombia, Adriana Pulido, ICT and Disability Advisor</p> <p><b>Panelist 3:</b> Support Initiative to Foundations for the elaboration of devices to provide solution to punctual needs and to improve the quality of life of People with Disabilities, Fabián Saéñz, Universidad de las Fuerzas Armadas ESPE, Ecuador</p> <p><b>Good Practice Demonstration:</b> Deaf National Federation of Colombia-FENASCOL, Henry Mejía Royet, General Director</p>
16:40 – 17:00	<p><b>Presentation:</b> Promoting ICT accessibility for social inclusion of persons with disabilities, Escola de Gente (<a href="http://www.escoladegente.org.br/teatro-acessivel/">http://www.escoladegente.org.br/teatro-acessivel/</a>), Luana Rodrigues da Silva, Brazil</p>
17:00 – 17:20	<p><b>GROUP PHOTO &amp; COFFEE BREAK</b></p>
17:20 – 18:30	<p><b>Working groups – Working Session</b></p>
<p><b>13 November 2014</b></p>	
09:20 – 10:35	<p><b>Session 4: Challenges to promote mobile phone accessibility.</b></p> <p>It is expected that there will be 7 billion mobile phone subscriptions globally by year-end 2014. Are mobile phones and services accessible for persons with disabilities? This session will provide an overview of a range of practices and policies that can be used to promote mobile phone accessibility, from mobile operator strategies on making accessible handsets available, promoting the development of mobile apps for persons with disabilities and the role of regulatory frameworks.</p> <p><b>Moderator:</b> Rosana Ascui, Head of the Communications Department, SENADIS, Chile</p> <p><b>Panelist 1:</b> “Global Accessibility Reporting Initiative (GARI) - A Worldwide Mobile Accessibility Support Tool”, Mobile Manufacturers Forum (MMF), Aderbal Bonturi Pereira, MMF Director for Latin America</p> <p><b>Panelist 2:</b> Leveraging innovations to provide greater access to Persons with Disabilities, Axel Leblois, President and Executive Director, Global Initiative for Inclusive ICTs</p> <p><b>Panelist 3:</b> Regulatory frameworks for mobile phone accessibility and emergency services, video-presentation, Karen Peltz Strauss, Deputy Chief, Consumer and Governmental Affairs Bureau, Federal Communications Commission (FCC)</p> <p><b>Panelist 4:</b> User-Centered Design, a successful story of a mobile application for People with visual disabilities, CPqD, Research and Development Center, Brazil, Claudinei Martins, Specialist Researcher</p>
10:35 – 11:05	<p><b>Launching of the ITU-G3ict “Model ICT Accessibility Policy Report”,</b> Roxana Widmer-Iliescu, ITU and Axel Leblois, G3ict</p> <p><b>Inspirational talk:</b> What more can be done: Mandla Msimang (ITU Expert. Model ICT Accessibility Policy Report)</p>
11:05 – 11:30	<p><b>COFFEE BREAK</b></p>
11:30 – 13:00	<p><b>Session 5: Challenges to Promote TV &amp; Web accessibility.</b></p> <p>Television plays an essential role in promoting social inclusion, culture and sport. How can we ensure that television is accessible to persons with visual and hearing disabilities and to older people who live with age-related disabilities? This session will explore TV accessibility solutions such as audio description and closed captioning. It will also</p>

	<p>examine the importance of web accessibility, and the role of the public and private sector in ensuring websites that can be used by all.</p> <p><b>Moderator:</b> Simão Campos, ITU</p> <p><b>Panelist 1:</b> Accessible TV solutions, Natalia Laube, Accessible Content Producer, Educ.ar, Ministry of Education, Argentina</p> <p><b>Panelist 2:</b> Web Accessibility Initiative (WAI), Strategies, Guidelines, and Resources to help make the Web accessible to people with disabilities, Mónica Duhem, W3C</p> <p><b>Panelist 3:</b> Public Broadcasting and Interactivity, EBC (Empresa Brasil de Comunicação), André Barbosa Filho, Head Advisor of the EBC Presidency</p> <p><b>Panelist 4:</b> The importance of tools to measure and assess the level of accessibility in web sites as a way to properly promote the improvement of digital accessibility level, Vagner Diniz, W3C General Manager in Brazil</p> <p><b>Demonstration 3:</b> Accessible Geo-referenced Information System (SIGA) managed by Senadis in cooperation with Diego Portales University, Carolina Aguilera, Senadis, Chile</p>
13:00 – 13:15	<b>Questions &amp; Answers – Session 5</b>
13:15 - 14:40	<b>LUNCH</b>
14:40 – 14:55	<b>PRESENTATION:</b> Products and proposals to improvement accessibility in public communication services, Francisco Roberto Matulovic, Manager, Special Projects, ICATEL
14:55 – 16:10	<p><b>SESSION 6: Challenges to promote accessible public services and public procurement</b></p> <p>Public phones, telecentres, libraries and other public ICT access centres also need to ensure ICT accessibility. Public access centers are often funded by universal service/access funds, which, with the right policies, could procure accessible ICTs. How can public procurement achieve the goal of creating a market for accessible ICTs in the Americas region?</p> <p><b>Moderator:</b> Axel Leblois, President and Executive Director, Global Initiative for Inclusive ICTs</p> <p><b>Panelist 1:</b> The role of public procurement legislation in promoting ICT accessibility, Carlos Lauria, Director Government Relations, Microsoft Brazil</p> <p><b>Panelist 2:</b> Accessible ICT public procurement in the European Union, Video Presentation, Inmaculada Placencia-Porrero, Deputy Head for Rights of PWDs of DG for Justice</p> <p><b>Panelist 4:</b> ITU view on the role of universal service fund in promoting ICT accessibility, Mandla Msimang, ITU Expert</p> <p><b>Panelist 5:</b> More Inclusive Sao Paulo Plan: The mobility and access to public services issue, Marianne Pinotti, Municipal Secretary of Person with Disability and Reduced Mobility, SMPD</p>
16:10 – 16:20	<b>QUESTIONS &amp; ANSWERS – SESSION 6</b>
16:20 - 16:30	<b>COFFEE BREAK</b>
16:30 – 17:15	<p><b>Session 7: Looking forward: Accessible Broadcasting</b></p> <p><b>Moderator:</b> André Barbosa Filho, EBC</p> <p><b>Presentation:</b> Initiatives to Ensure the Integration and Access to Audiovisual Content of People with Disability, Jesus Rivera, Head of Research and International Follow up</p>

	<p>Division, CONATEL, Venezuela</p> <p><b>Panelist 1:</b> National Telecommunications Development Plan by 2021: A connected and accessible country, Cinthya Morales Herrera, Manager, Public Policies, Vice Ministry of Telecommunications, MICITT, Costa Rica</p> <p><b>Panelist 2:</b> Broadcasting in the Caribbean, Cletus Bertin, Director, Public Sector Modernization, Ministry of the Public Service Information and Broadcasting, Government of Saint Lucia</p>
17:15 – 17:30	<b>Questions &amp; Answers – Session 7</b>
17:30 - 19:00	<b>Working groups – Working Session</b>
<b>14 November 2014</b>	
09:15 – 10:15	<p><b>Session 8: Innovation in ICT Accessibility</b></p> <p>This session will provide an overview of useful practices and policies in place (or that could be used) to promote innovation, research and development for accessible ICTs and assistive technology (AT) at all levels including government, academia, developers and users.</p> <p><b>Moderator:</b> Beatriz Egea, National Communications Commission, CNC, Argentina</p> <p><b>Panelist 1:</b> Sourcing solutions and supporting research and development of accessible ICTs and AT/Improving institutional structures for innovation and their support policies: a holistic and coordinated approach for governments, Sandra Andrea Pérez Tello, Coordinator, Development of Assistive Technologies, Senadis, Chile</p> <p><b>Panelist 2:</b> Mobile technologies innovation enhancing accessibility, Francisco Giacomini Soares, Senior Director of Government Affairs at Qualcomm Incorporated, Brazil</p> <p><b>Panelist 3:</b> Level of satisfaction of end users: since there is still room for improvement, what yet needs to be done? Committee on the Rights of Persons with Disabilities (SNPD), Silvia Quan Chang, Member</p>
10:15 – 10:30	<b>Questions &amp; Answers – Session 8</b>
10:30 – 11:00	<b>DRAW OF EQUIPMENT DONATED BY SAMSUNG</b>
11:00 – 11:20	<p><b>Session 9: Presentation of the outcome of the Working Groups: Americas Regional Proposal on ICT Accessibility Goals</b></p> <p>Plenary presentation of the recommended Guidelines for the Americas Region identified by the Working Groups, ITU Regional Director for the Americas, Bruno Ramos</p>
11:20 - 11:40	<p><b>Closing Ceremony</b></p> <p>SDH</p> <p>ITU</p>
11:40 – 12:00	<b>CLOSING COFFEE</b>