



# **Executive Training: Role of ICT in development of inclusive society for persons with disabilities**

## **Policy approaches to web accessibility**

**ITU Regional Initiative 3 on ensuring accessible telecommunication/ICT, in particular for persons with disabilities**

# Policy approaches to Web accessibility

- Countries that have introduced web accessibility policies focus on making public sector websites accessible.
- The Convention contains some reference to Web accessibility (articles 4 and 9 *The provisions of accessible websites that can be used by PwD as fundamental to the achievement their rights*).
- Public procurement is a powerful tool that can be used to encourage a market to produce accessible goods and services.

# Policy approaches to Web accessibility

International standards for web accessibility, Web content accessibility guidelines (WCAG) 2.0, are:

- ***Perceivable*** – the information or service on a website is available to a person in whatever modality they need, e.g. ‘alt’ text to describe images for blind people;
- ***Operable*** – a person can use all features of the website, e.g. buttons are large enough to press using a mouse;
- ***Understandable*** – a person can understand and use the information, e.g. instructions are clear and simple;
- ***Robust*** – the website works a range of different devices and with different assistive technologies e.g., screen readers used by blind people.

# Policy approaches to web accessibility

Web accessibility policies should:

- identify funds for the upgrading of public sector websites;
- include timelines for implementation;
- monitor compliance of accessible websites with international standards (WCAG 2.0);
- promote and raise awareness about its dispositions within the government, private and web industry sectors.

# Key considerations for developing policies

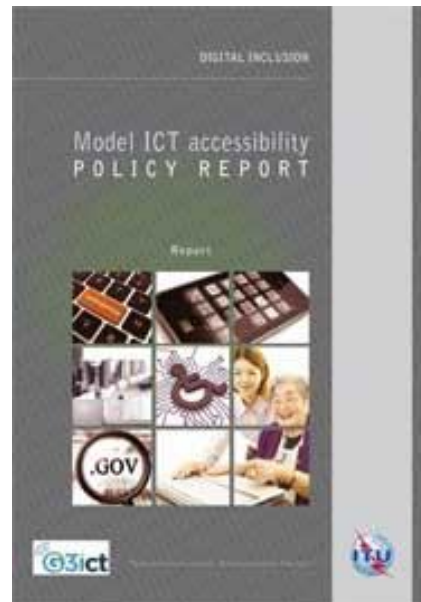
In developing either a standalone policy or requirements integrated into an existing policy include key considerations are:

- **Responsibility:** identifying the government agency responsible for implementing the policy;
- **Consultation:** making sure all stakeholders are consulted;
- **Awareness raising**
- **Setting clear goals through standards**
- **Building capacity**
- **Monitoring progress**

# Key policy considerations for Web accessibility

- All policies should be developed in consultation with PWD. Policy makers/ regulators should ensure that meetings are conducted in an accessible manner, according to ITU guidelines.
- A key consideration is the scope of websites to be covered by the web accessibility policy.
- Government agencies responsible for developing and implementing the policy could amalgamate those with provisions for Public procurement, e-Government, anti-discrimination or consumer protection.

# ITU-G3ICTModel ICT accessibility Policy Report



[http://www.itu.int/en/ITU-D/Digital Inclusion/Pages/Reports.aspx](http://www.itu.int/en/ITU-D/Digital%20Inclusion/Pages/Reports.aspx)



Thank you!

**More information:**

[www.itu.int/en/ITU-D/Digital-Inclusion/](http://www.itu.int/en/ITU-D/Digital-Inclusion/)

[www.itu.int/accessibility](http://www.itu.int/accessibility)