Zero Project Conference
Workshop 1: Advancing ICT accessibility through public policy: best practices to leverage ICT accessibility through national policies and regulatory framework

Model ICT Accessibility Policy Overview
ITU - Telecommunication Development Bureau

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BDT’s Activities in Promoting Accessible ICTs

- ITU-G3ict e-accessibility toolkit
- Making Mobile Phones and Services Accessible Report
- Making TV Accessible Report
- Model ICT Accessibility Policy Report – under development
Model ICT Accessibility Policy Report

- Provides policy guidelines and legal and regulatory framework
- Designed to help policy makers and regulators develop their own accessibility policies and regulations
- Modular design includes stand-alone sections on policies for:
  - Public access accessibility
  - Mobile accessibility
  - TV accessibility
  - Web accessibility
  - Public procurement
- Also identifies and explains changes needed for existing ICT legislation and disability-specific legislation
- Reviewed by ICT accessibility experts and stakeholders
- Planned for publication in 2014
Model Legal, Policy and Regulatory framework Module

- Add new definitions to ICT laws, e.g. Assistive technology, persons with disabilities
- Amend existing definitions, e.g. “underserved community” and “users” to include persons with disabilities
- Ensure persons with disabilities are included in policy making consultations
- Expand scope of universal service/access funds
- Add “accessibility” to existing concepts of network penetration and affordability
- Ensure projects to promote ICT accessibility can be funded, e.g. research and development of speech-to-text in local languages, relay services, etc.
- Update emergency communication legal framework to ensure persons with disabilities can contact emergency services free of charge
TV Accessibility

- ITU-T work focuses on *how* to ensure AVM accessibility
- ITU-D work focuses on *creating an enabling environment* to ensure stakeholders act to ensure TV accessibility
- Big role for parliamentarians, broadcast policy makers and regulators in developing national policies, laws and regulations
- Facilitated by migration to digital broadcasting
Model TV Accessibility Policy – Captioning/Subtitling for deaf and hard of hearing

- Requires broadcasters to deliver closed captioning/subtitling
- Content creators are responsible for creating the content for these services and delivering the content along with the programming to the broadcaster or AV content provider
- Sets targets for number of broadcasts to be made accessible in next three years
- Calls for awareness raising to users are aware that accessible broadcasting services exist
Model TV Accessibility Policy – Audio Description and Audio Subtitles for the blind and viewers with low vision

- AD to be provided in an official language of the country
- The language of the AD should be the same as the program audio
- Subtitling countries can use audio subtitles
- Signing requirements to be developed through open consultation
Model TV Accessibility Policy – EPGs, Program Information and Equipment

- Calls for EPGs that users can customize the appearance to make it easier to use
- Provide information about programs that have accessible services, e.g. CC, AD, SL
- Retailers of TV remote controls to ensure they comply with universal design standards
- Broadcasters and manufacturers to ensure connections for people who use hearing aids
Model TV code of conduct

- Licensed content providers required to develop a Code of Conduct on minimum standards for amount of programming with:
  - Subtitling
  - Visual signing
  - Audio descriptions and audio subtitling
  - Ability to adjust caption fonts, contrast and colors
- Code to set 3, 5 and 10 year targets
Model Mobile Phone Accessibility Policy

Availability

- Requires mobile operators and service providers to provide customers a range of accessible products, services and devices meeting the requirements of various types of disabilities

Affordability

- Mobile operators and service providers to offer special and/or discounted rates and plans for users with disabilities – i.e. text only plans for the deaf

Awareness

- Mobile operators to train staff on accessible products and services
Public procurement laws by which governments procure exclusively accessible ICTs ensure that ICT manufacturers as well as software and website developers produce accessible ICTs in the countries where these laws exist.

Every country can ensure accessible ICTs in their country by adopting similar public procurement laws.
Model Public Procurement Module – 2

- Defines the needs of end users who benefit from accessible ICT
- Ensures that relevant ICT accessibility criteria are included in the call for tender and verified
- Defines functional performance standards to achieve economies of scale
- Includes links to existing performance standards
Thank you for your attention!

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For more information: