

From Digital Divide to Digital Inclusion

*The Imperative for Inclusive Information and
Communication Technologies*

Presented to
First Global Forum of the
Global Initiative on Inclusive Information
and Communication Technologies (G3ICT)

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IBM



What is Accessibility?

Accessibility is access to information technology for everyone

Enabling human capability through innovation, so everyone can reach their potential, regardless of age or ability.





Who is affected?

Accessibility affects everyone

World population: 6 Billion*

People with Disabilities

*16% of world population is disabled**



Aging

By 2025 nearly 20% of the industrialized nations' population will be over 65



Non-native language Speakers & low literacy

Globalization is driving many people to communicate in non-native languages



Novice ICT users

More and more people worldwide are using computers and the internet



A large portion of the world can benefit from accessibility – most are not “disabled” in the traditional sense of the term

Sources: Population Reference Bureau, United Nations. 2002 Americans with Disabilities Census Survey



The business world is adopting Accessibility. The reasons are changing.

Historically...

- Legislative mandates
- Threats of lawsuits
- Compliance with policies
- Conformance to standards



Going forward...

- Improve interactions & relationships with customers and citizens
- Increase return on business investments
- Extend benefits to include *all* users



IBM's Accessibility Business Transformation is ongoing...

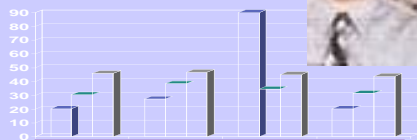
For IBM employees & future employees

Global Workforce Diversity Initiative



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IBM Corporate Instruction-162



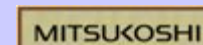
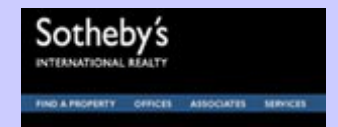
For our Clients



京都市情報館 Kyoto City



Senato della Repubblica





Getting started with accessibility...

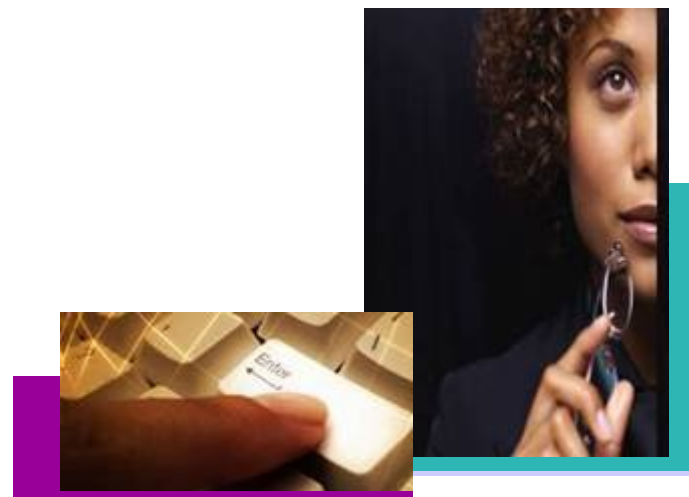


- ▶ Understand the needs of your customers and constituents
- ▶ Learn from other organizations who have experience
- ▶ Adopt proven guidelines, standards and policies
- ▶ Promote the business value of Accessibility



Build on established accessibility programs

- ▶ Share your best practices with other organizations
- ▶ Expand the organizational capacity needed to deliver results and sustain progress
- ▶ Evolve programs and standards to address new technologies and user experiences
- ▶ Shape policies and legislation based on practical experience





Innovation that Matters to the World...



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