



Can you make a difference in digital accessibility with EU policy?



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The digital transformation is on its way
and can both help and hinder accessibility

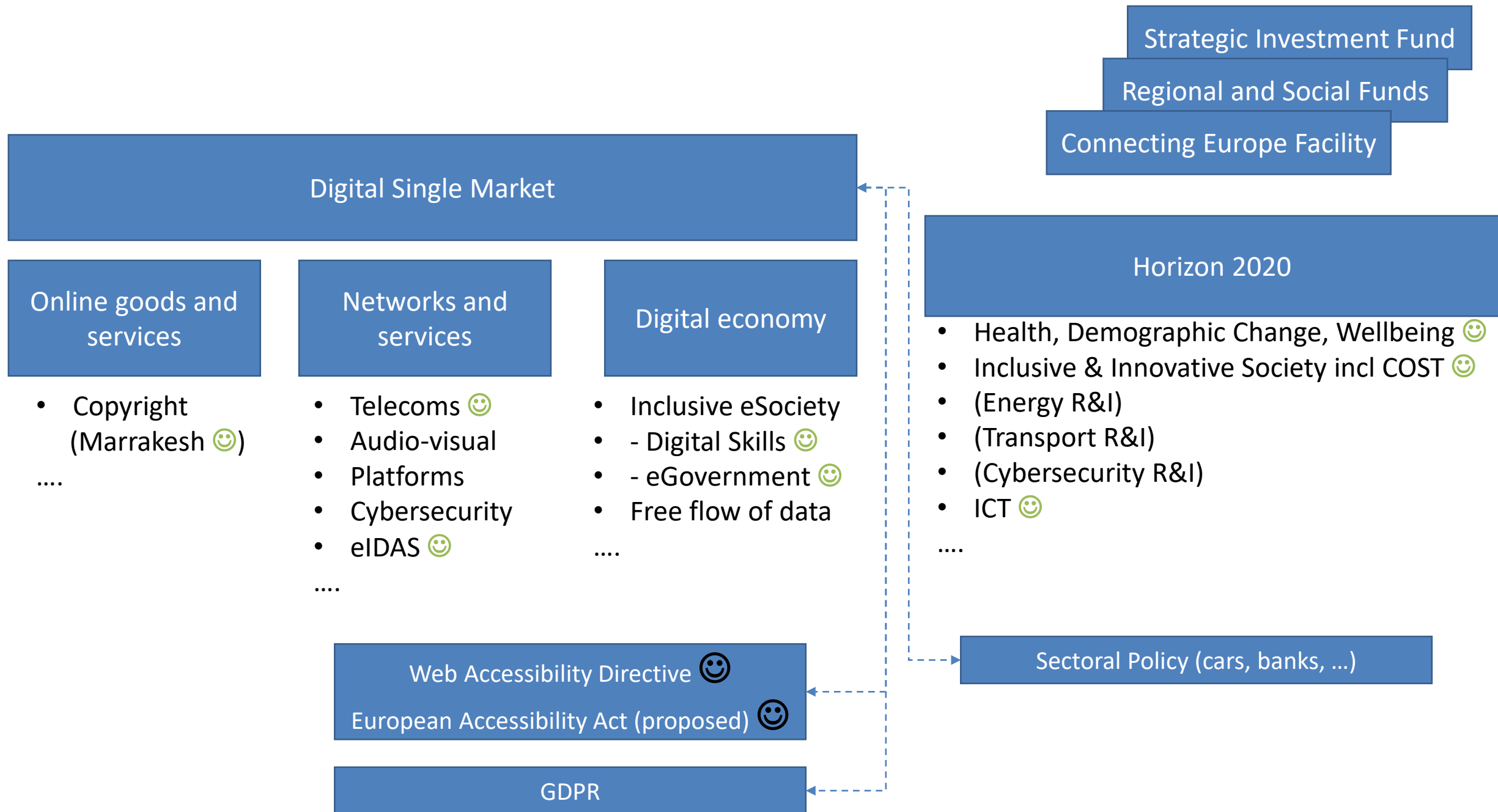
Public policy is needed
to do no harm and do more good

You are key players
in defining and implementing such policy

Which EU Policy?

EU policy

1. Focused on digital accessibility:
 - Web Accessibility Directive 2016
 - European Accessibility Act – being negotiated
2. Highly relevant for digital accessibility:
 - Digital policy
 - Public procurement
 - General Data Protection Regulation
 - Funding programmes: ESF, ERDF, Horizon 2020, EFSI, others
3. Sector policy:
 - Self-driving cars, smart energy, medical devices, banking



Web accessible for all

- **EU Web Accessibility Directive** provides rules to make accessible websites and mobile apps of EU public sector for:
 - Better user experience for all EU citizens, esp. **80M disabled people**
 - Positive for digital products and services, **stronger Digital Single Market**
- **EU R&I:** Adaptability of ICT Interfaces and infrastructure by means of auto - personalisation of ICTs based on user needs and preferences, eg Cloud4All and Prosperity4all projects



Assistive Technologies EU R&I

Tactile, spatial and hearing technologies for visually / hearing impaired people

Brain and Neural Computer Interfaces

Technologies for cognitive disabilities



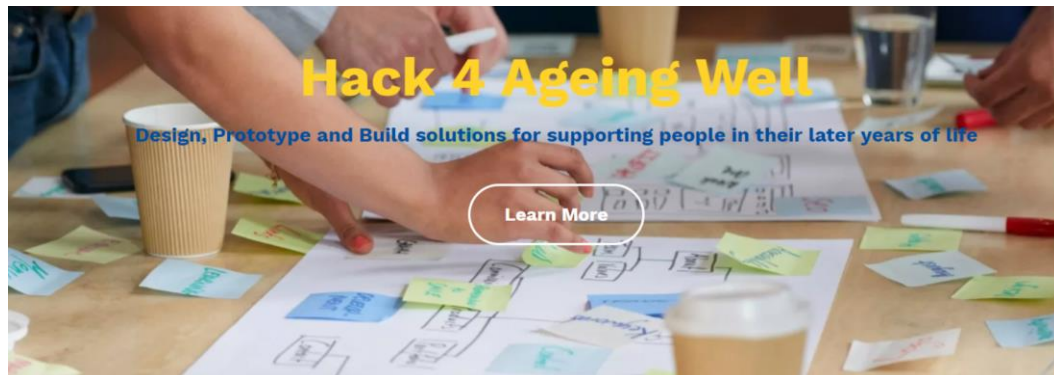
Brain-Computer Interface



Innovation initiatives



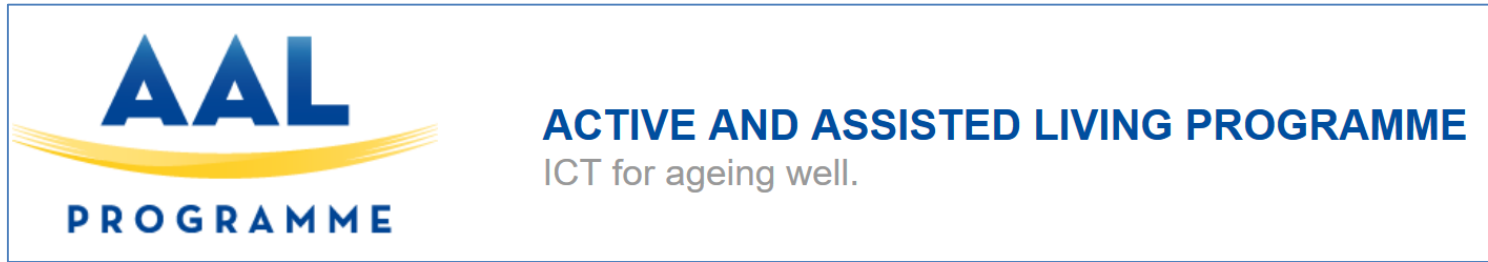
Vahakn Matossian, 2017, Europe
Crafting the first hands-free musical instruments specifically designed for physically disabled musicians



HACKATHON: HACK 4 AGEING WELL

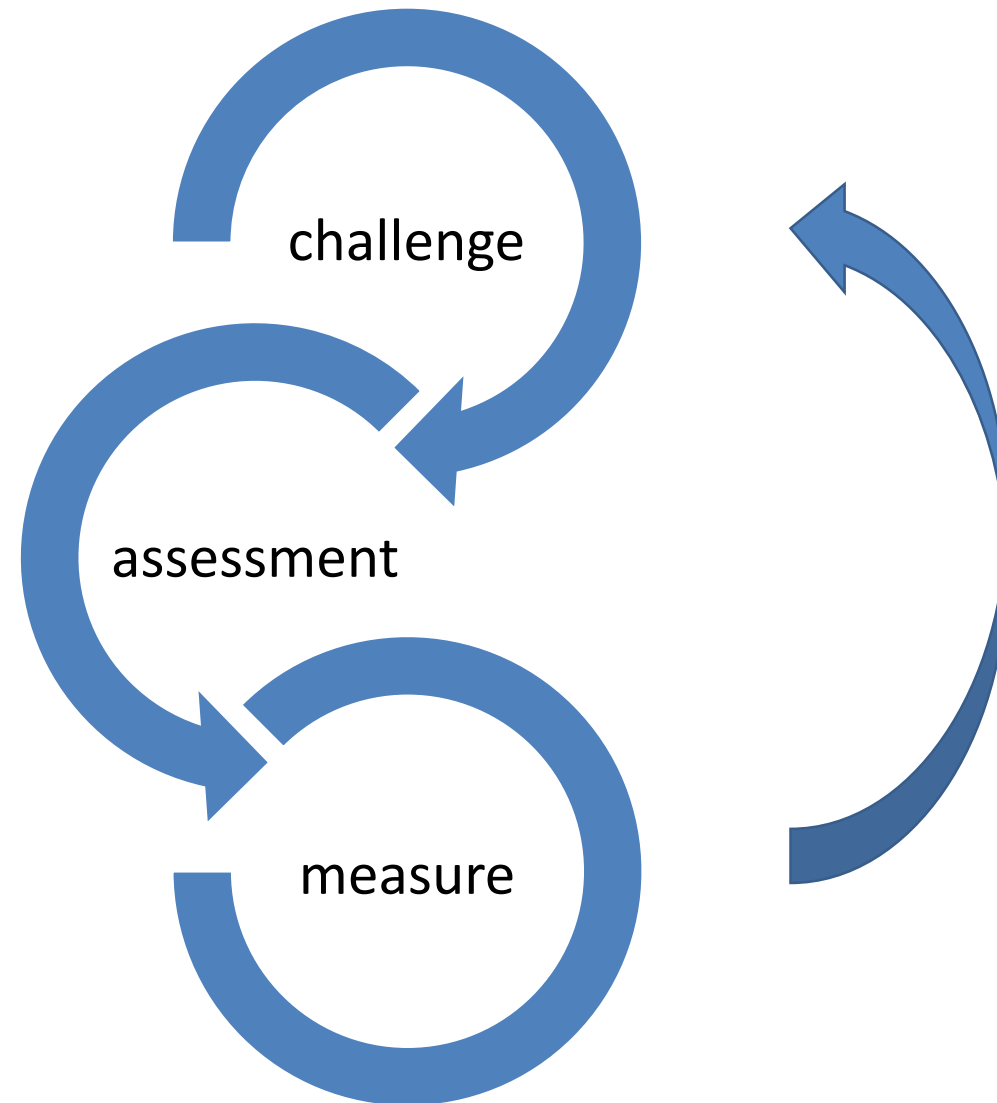
For 24 hours from the 30 September to the 1 October 2017, a hackathon will be taking place in the run up to the AAL Forum 2017 in Coimbra, Portugal. Hack 4 Ageing Well is one of the thrilling side events to ...

Innovation initiatives



The making of EU policy

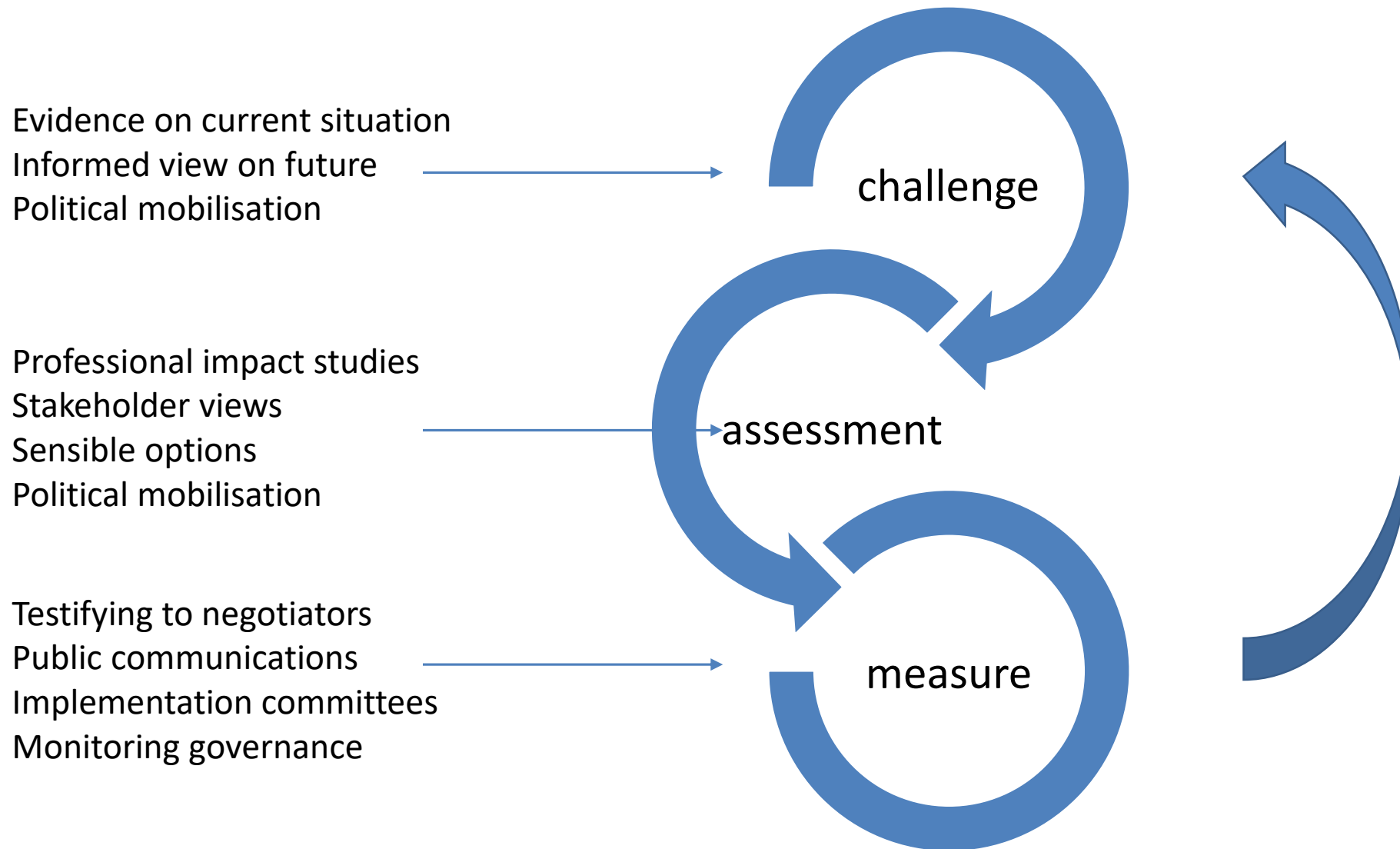
Policymaking process



Example: Web Accessibility Directive

- **Challenge:** a political theme, national, EU, international (W3C, UN CRPD)
- **Assessment:** economic, social, human rights costs? drivers? options for action? proportional? subsidiarity? Impact? How will stakeholders react?
- **Measure** is a law proposed by European Commission in 2012 with decisions on:
 - Legal basis: internal market
 - Directive or Regulation or mix with soft measure: Directive including soft measures
 - Implementing measures (implementing and delegated acts)
 - Degree of being future proof and technology-neutral: PC and mobile devices
 - Compliance specifications: EU and international
 - Period for implementation and transposition: 2016-2018 (and beyond)
 - Monitoring
 - Money
 - Review: 2022
- Currently preparing for full implementation

Policymaking process



Working with policy (1)

- Being part of recurring policy making eg Horizon 2020 workprogrammes, FP9
- Following specific current policy eg Web Accessibility Directive
- Being involved in emerging policy eg on data, IoT, security certification
- Considering new policy

Working with policy (2)

- Engaging with policymaking can be very practical and two-way
 - Input to law, funding programmes, political initiatives; at any stage
 - Telling the story, lobby and innovate
 - Being creative with PPPs and 'labs' (innovation, implementation, legal)
 - Preparing the ground internationally
 - Keeping policy-designers and policy-implementers accountable
- Is it feasible? Is it worth the effort? Definitely!

All involved in and affected by policy should have 'skin in the game' (Taleb)

Perspectives

Thorny policy-technology questions to resolve

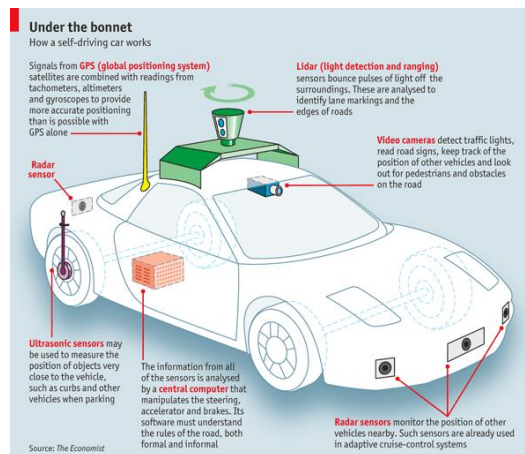
- Data privacy, access, use



- Security



- Device data ownership



- Digital for all



Digital for All:

Make today's digital infrastructure accessible

In just **40%** of CRPD countries, some (not all) **government websites are accessible**

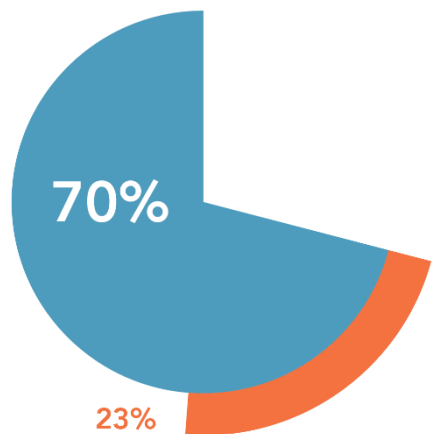
In just **18%** of CRPD countries are the top 10 commercial and **media websites** accessible



Text to Speech availability on mobile devices in:

main national language in only **70%** of countries

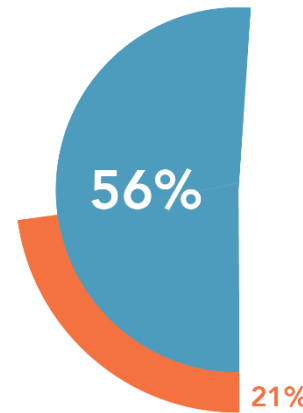
minority languages in just **23%** of countries



Screen Reader availability in:

main national language in only **56%** of countries

minority languages in just **21%** of countries



Digital for All:

Making future digital infrastructure (IoT) accessible

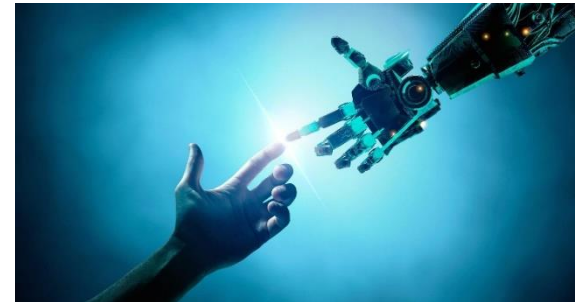
- People with disability use ambient assistive technologies for independent living (lighting, doors, heating, entertainment, security systems,...).
- These assistive technologies have been expensive. **The Internet of Things (IoT) will mean potential mainstreaming** of such systems.
- But we **need IoT to be interoperable with existing assistive technology**.
- Internet Governance Forum in December 2017 discussed how people with disability can benefit from Internet of Things: policy, standards, innovation.

Thorny policy-technology questions



- The good, the bad and the ugly of the **platform economy**

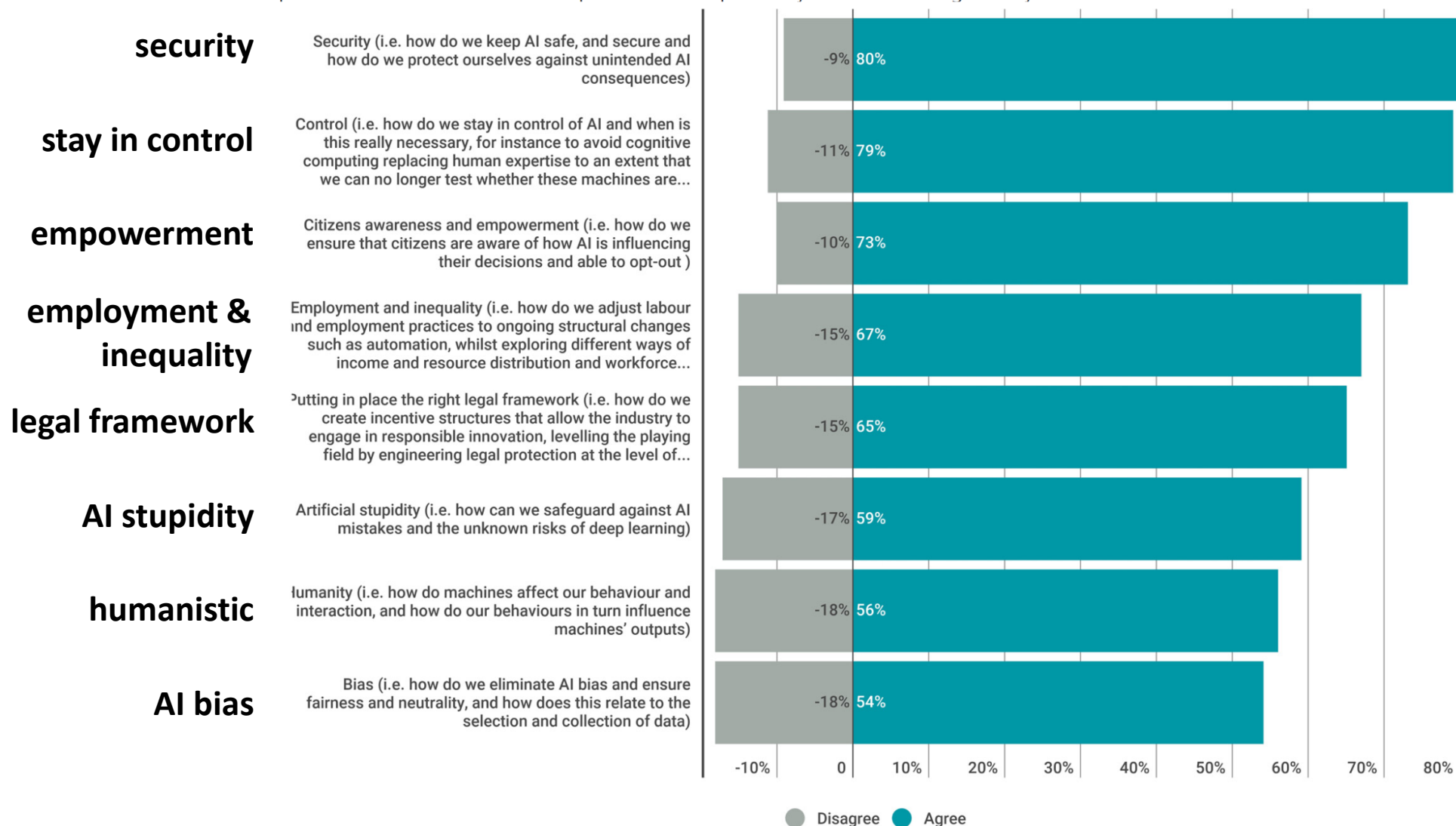
- Democratizing and humanizing **AI**



AI – the dark side



Graph 4.6 – What are the most important issues posed by Artificial Intelligence systems in the next decade?





Perspective

Human-centred Digital Transformation for All

- No one left behind
- Everyone respected as an individual
- Technology that is simple and addresses ‘all-senses’
- Not only pursuing utility but meaningful & happy lives

**Supported by public policy that is inclusive-by-design,
in contents and process**



Thank you!



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