

Hypotheses

- Legislation: stimulating more than compelling: a positive and non compulsory legislative framework, like Europe or section 508 (USA), can motivate companies to look for IBD.
- Stimulating could comprehend:
 - Economic or “image” incentives to the companies which undertake IBD activities
 - Contracts by the Government or , in any case, by the issuing body, are given only to the companies which follow IBD
- An effective normative framework should be composed by legislation issued at different levels: European, national and local.
- It could be introduced a sort of label, logo on IBD products (or firms?) as for environment
- Customers should be aware to ask for IBD products.
- Proactive design could be included within the SA 8000 certification or, however in the framework of Corporate Social Responsibility issues (See par 51 of the green paper of the Commission about CSR of 18.7.2001).
- Both Governments and associations of users should inform, train, make aware of and stimulate companies

Policies that require accessibility

- Accessibility of ICT as a human right
- Products sold within a country must meet accessibility criteria
- Products produced or sponsored by Government agencies must be accessible (i e : educational softwares, ITC equipment used at school or by Government funded services)

Procedures

Since IBD is a process which depends upon the way of thinking and acting of at least three actors: final users, companies and Public Authorities, hypotheses should be checked with representatives of all the three target groups.

To ask *companies* (ICT industry and assistive equipment industry) whether or not these policy factors have encouraged them to produce such products or, in case they are not present, whether or not companies assume as important for a new trend.

To ask *Governments* about their plans aimed at encouraging the development of IBD by:

- Recognising the access to ICT as a right of any person
- adopting guidelines and standards,
- stimulating industries (free of charge services ; a sort of IBD label, like the Swedish TCO, for instance; inclusion within the ethic certification; code of practice)
- admitting just IBD products to be sold within their own countries,
- deciding that information technologies and information services funded or procured by Public Authorities must be accessible.

To ask *organisations* of specific target groups which actions have been undertaken so far and which are the plans to make customers aware of asking for IBD products and to make companies aware of IBD issues and advantages.

Sources

WAI: Policies related to WEB accessibility

DK action plan “Freedom to choose”

DASDA project