



Picture by Philip Meech

## **E** Provide access to end users

Many product and service developers struggle to involve end users simply because they are unsure of how to get their views. Provide access to these user groups and provide support and advice for gathering and interpreting data. Collaborating with other user group representatives can allow for product and service developers to have an easier time designing inclusively.

## **F** Work with other voluntary sector organisations

It is no longer enough for each organisation to pursue its own agenda. The charity sector must have a unified front when lobbying industry or government as well as providing advice. Organisations can be intimidated if different charities are calling for vastly different and sometimes mutually exclusive requirements.

## **G** Do not reinvent the wheel: use existing resources

There is a large and still growing body of knowledge and expertise on inclusive design. Our website provides pointers to this information.

[www.itenables.info](http://www.itenables.info)



# Disabled people and ICT

## Top tips for the Voluntary Sector



SCIENTIFIC GENERICS



Changing the world for deaf and hard of hearing people

# eInclusion Charter

Disabled and older people should have the same rights to participate in the Information Society as other citizens. Information and communication technology (ICT) such as personal computers, mobile phones and interactive TV should be tools that help overcome barriers they face in education, the workplace and social life.

## Industry will:

1. Use inclusive design principles to create offerings that will be usable by disabled and older people.
2. Be creative in reaching out beyond their traditional customer base so that ICT equipment and services are available and affordable for disabled and older people.
3. Ensure that customer-facing staff are aware of, and signpost to, ICT solutions that meet the needs of disabled and older people.

## Government will:

1. Take the lead in using ICT to deliver services to disabled and older people in order to improve their quality of life.
2. Make available the ICT tools, information and services that disabled and older people need to access education and employment.
3. Provide an appropriately structured funding framework for delivering digital inclusion to disabled and older people.

## Voluntary sector will:

1. Identify and prioritise the requirements and challenges of eInclusion.
2. Raise awareness about the barriers that disabled and older people face and identify the potential of technology to overcome these barriers.
3. Work together with industry and government to provide insight and training for disabled and older people.

We call on industry, government and the voluntary sector to recognise their responsibilities and collaborate in achieving these goals.

# Top tips for the Voluntary Sector

A

## Provide a clear point of contact

Many people out there are looking for ways to change/develop their products or services but are not sure of a starting point. Providing a clear and knowledgeable point for information can help. You may have to publicise this access point to those you feel will benefit the most from using it.

B

## Have a prioritised list of requirements

Providing companies and organisations with a clear and realistic set of requirements can give them a clear set of objectives to work towards. This will allow them to meet key goals and provide a benchmark against which they can measure themselves.

C

## Work with organisations to establish awareness of the problems and solutions

Many organisations are unaware of the problems faced by disabled and older people. Raising the awareness of a problem is the first step towards creating a solution. Make sure that for each problem raised, you can provide advice or guidance, even if it is just referring them to an expert in the area.

D

## Create specialised training schemes for your user group

Many training organisations are not set up towards training disabled and older people, while the cost of meeting a wide range of specialised needs can be prohibitive. Organisations with specific user groups can be best placed to deliver training. Specialised courses can allow for the users to receive the best possible tailored training.



Picture by Crispin Hughes