



DIGITAL
GOVERNANCE

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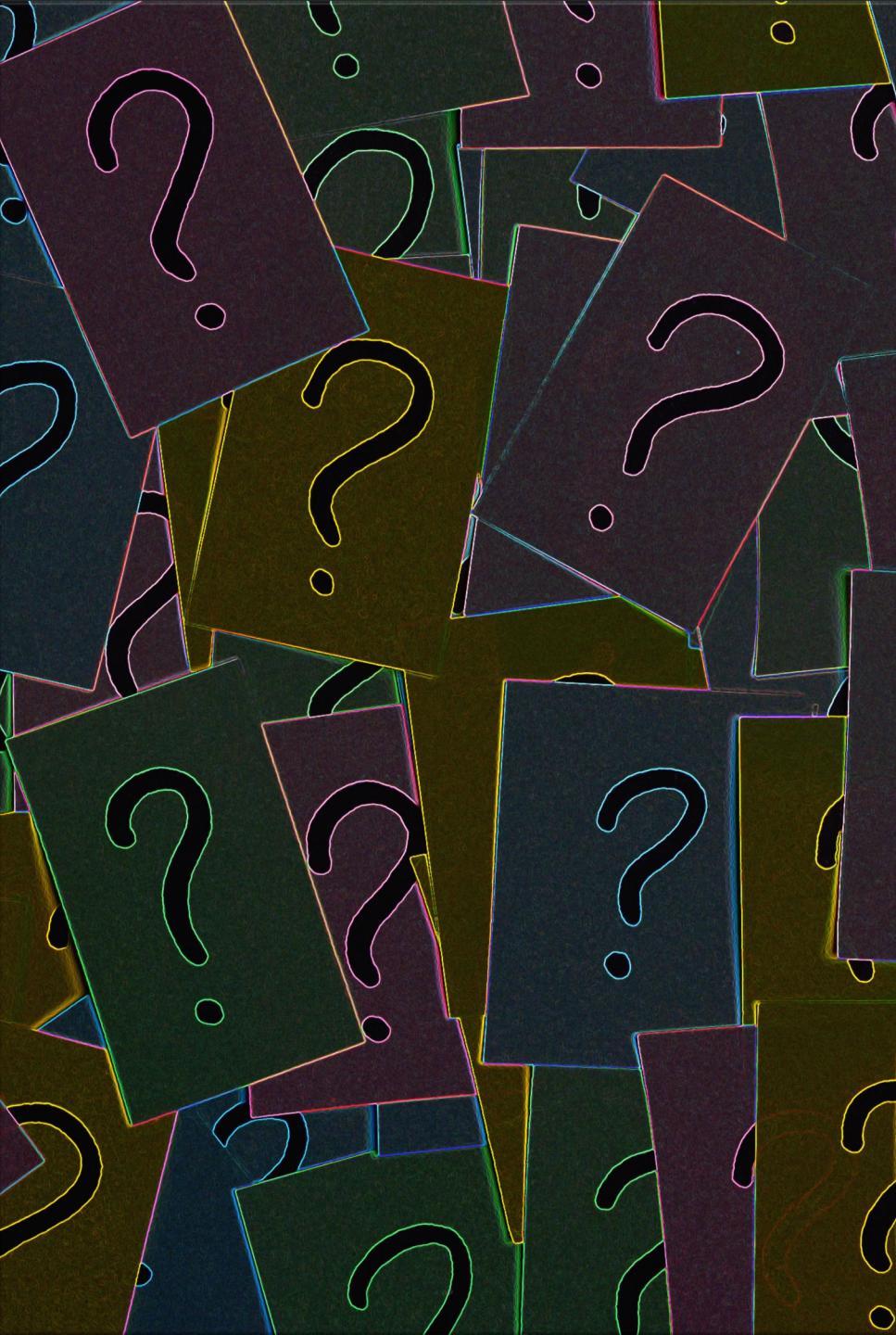
Governing for Safety, Inclusivity, and Accessibility



Nationaal Congres
Digitale Toegankelijkheid

Safety Inclusivity Accessibility

- All come about through good governance, but how and when should we govern?
- We know how to build in this way, so why don't we do the “right thing?”
- What is **your role** in breaking this pattern?



Digital **governance** details who makes decisions about your digital **strategy**, **policy**, and **standards**.

- ✓ **Strategic** decisions can be made about safety, inclusivity, and accessibility
- ✓ **Policy** decisions can be made about safety, inclusivity, and accessibility
- ✓ **Standards** can be made to support safety, accessibility and inclusion



Public Domain

How we govern our
inventions

broad legislation

National Traffic and Motor Vehicle Safety Act
1966
USA

World Forum for Harmonization of Vehicle Regulations
1958
UN

safety innovation

	softer interior	3-point seat belts
	1930s	1957
shatterproof glass 1903	crumple zones	
	1937	
first gasoline powered car 1875	first automated traffic control system 1910	airbags 1953
Mary's tragic accident 1869	barrier crash test 1930s	car crash simulation 1970
		anthropomorphic test device 1971
safety standard	shatterproof glass standard 1928	crumple zones standard 1959
		3-point seat belts standard 1968
		airbags standard 1998

The story continues

Forbes

EDITORS' PICK

How Passengers With Disabilities Can Drive The Autonomous Vehicle Revolution

Gus Alexiou Contributor 

I write about accessibility, inclusion and social justice.

Apr 11, 2021, 05:00am EDT







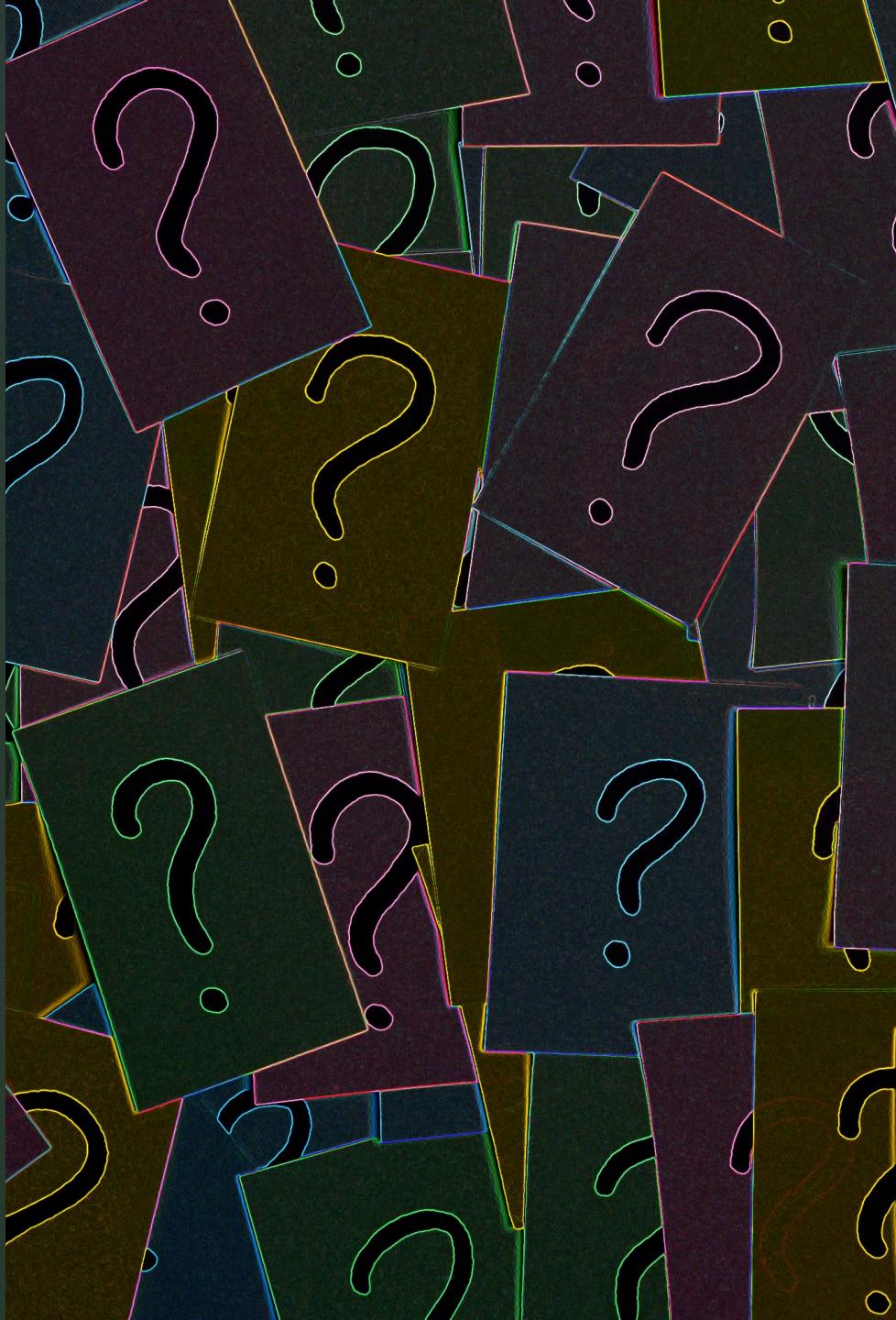
Autonomous car sensor system concept for safety of driverless mode car control GETTY



<https://nytcom/images/2016/07/02/business/02DRIVER3/02DRIVER3-jumbo.jpg>

How we govern

- Downstream
- Reactively
- Often with no sense of accountability
- Driven by the values and needs of **local** and narrow maker communities.



How we should govern

- Upstream
- Proactively
- With ownership & accountability
- With understanding that the WWW is a **global** system for all human beings.





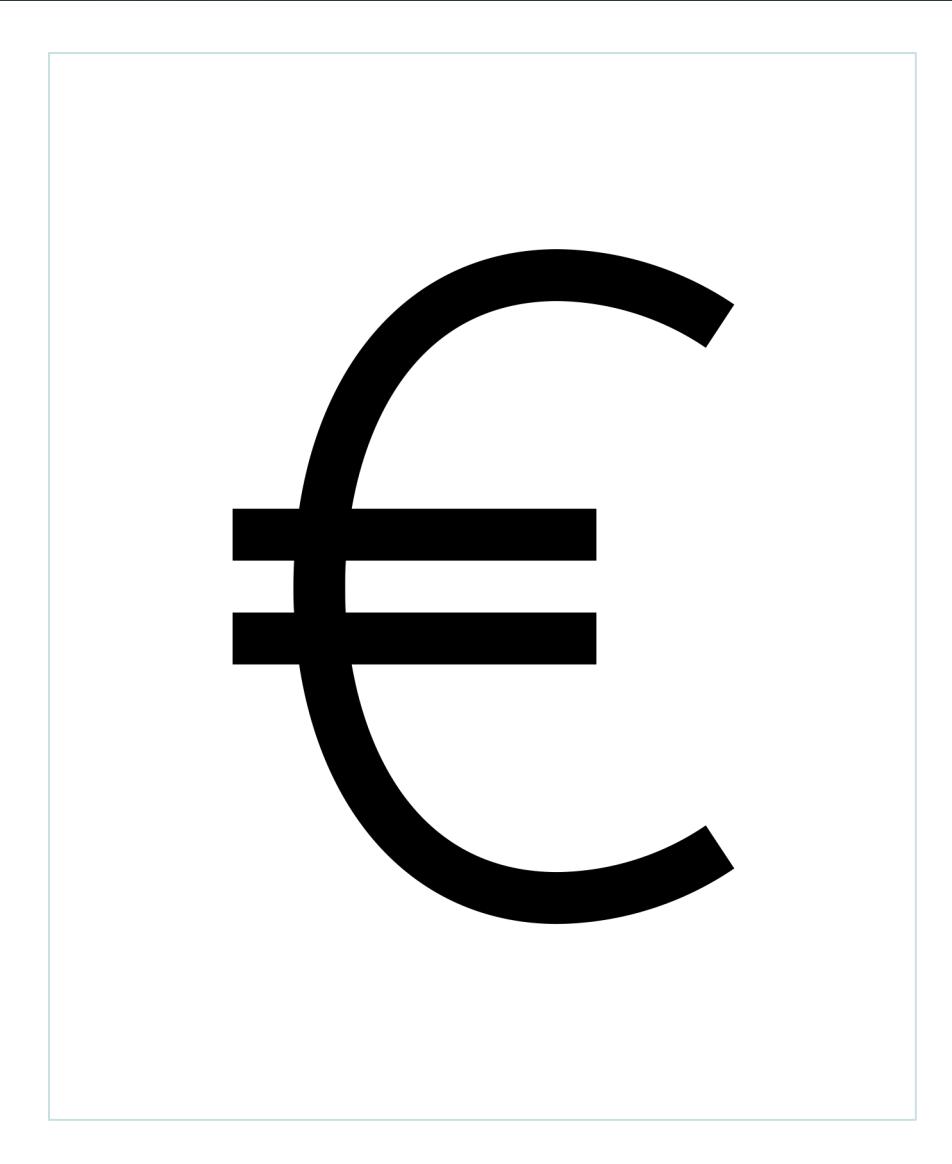
Improving Governance

What you can do, now.



Who are you?

- **Executives & backers** have strategic and monetary control of the product pipeline
- **Innovators & makers** – architect & build digital experiences
- **Rule-makers** – write product development rules, protocols, standards, and policies
- **Facilitators** – create alignment across a product, markets, and geographies



Technology **executives** and **financial backers** must take ownership for the inclusivity of the products and services they fund, build, and release.

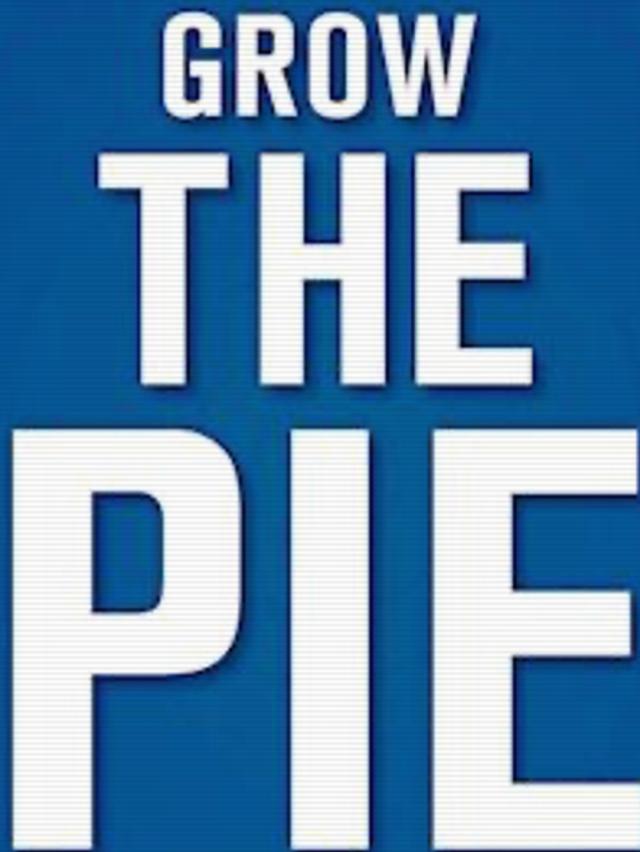
Cultivate a new set of values

- Fund and hire for inclusivity, accessibility, and safety
- Find ways to make these values profitable if your organization makes money.
- Understand the return on investment if you service citizens.

'Edmans's superb book makes the case, compellingly and comprehensively, for a radical rethink of how companies operate, and indeed why they exist.'

... It is a *tour de force*.'

Andy Haldane, Chief Economist, Bank of England



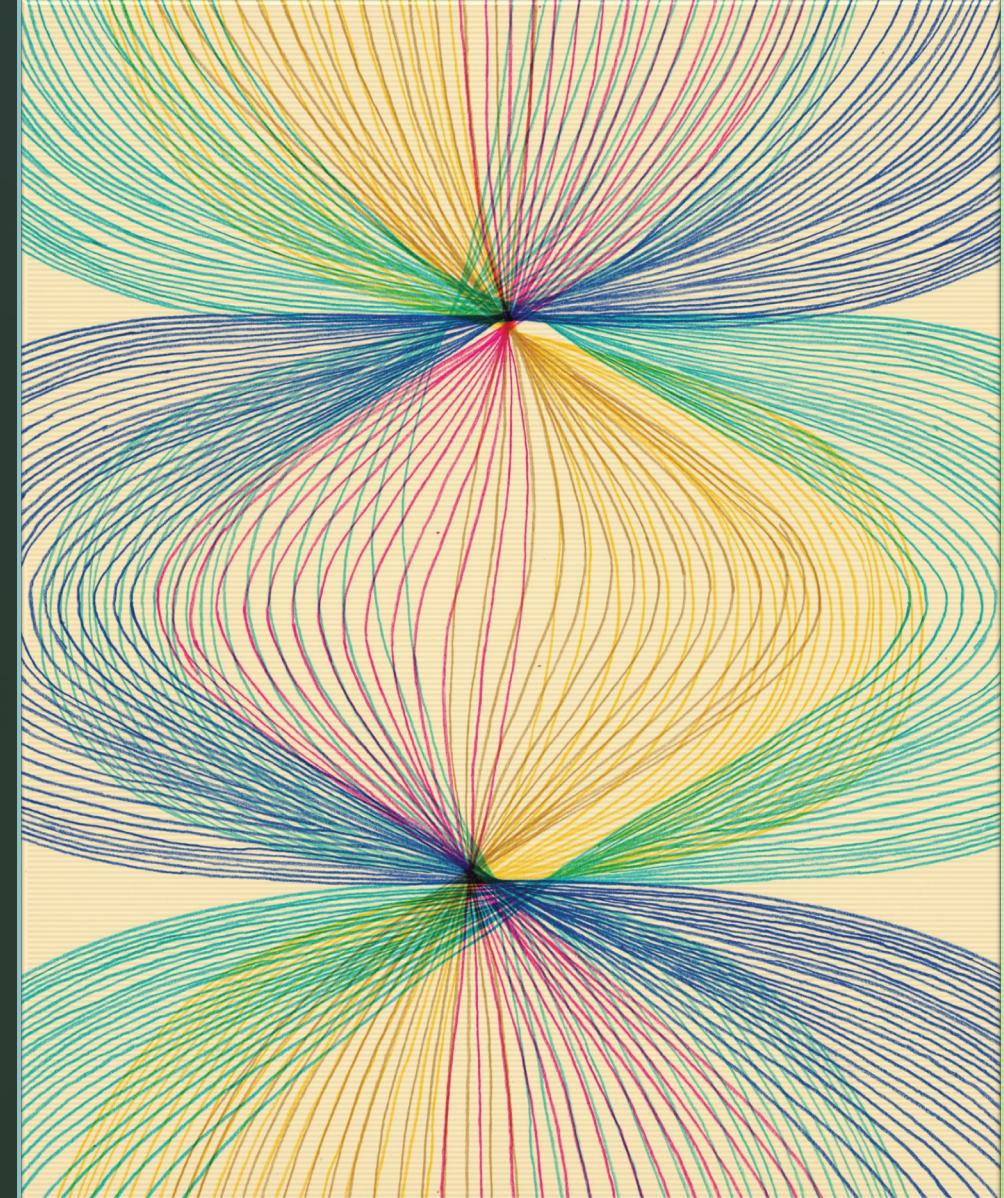
Innovators & Makers must honor the truth that considering safety, accessibility, and inclusion upstream is better than fixing it downstream.



Rule-makers should broaden their governance perspective beyond functional product integrity, profit, and regulation.

Rule-makers

- Establish mature governance practices
- Think holistically about governance
- Shift the governance conversation upstream when possible



MANAGING CHAOS

Digital Governance by Design

by LISA WELCHMAN

 Rosenfeld



Facilitators & Bridges

must actively promote and maintain a culture that values inclusivity, accessibility, and safety.

Facilitators

- Insist that safety, inclusion, and accessibility be part of the conversation
- Expose and quantify the risks associated with not addressing these concerns



Accessibility must be fought for with intent.

Understand the importance of your role, now.

Work where you are.

Be brave.

Bedankt!



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lisawelchman.com

surfacingpodcast.com



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