



Nationaal Congres
Digitale Toegankelijkheid

▀ Governing for Safety, Inclusivity, and Accessibility



DIGITAL
GOVERNANCE

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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



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

	shatterproof glass 1903	softer interior 1930s	3-point seat belts 1957
	first <i>gasoline</i> powered car 1875	first automated traffic control system 1910	crumple zones 1937
		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
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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. [Follow](#)

Apr 11, 2021, 05:00am EDT



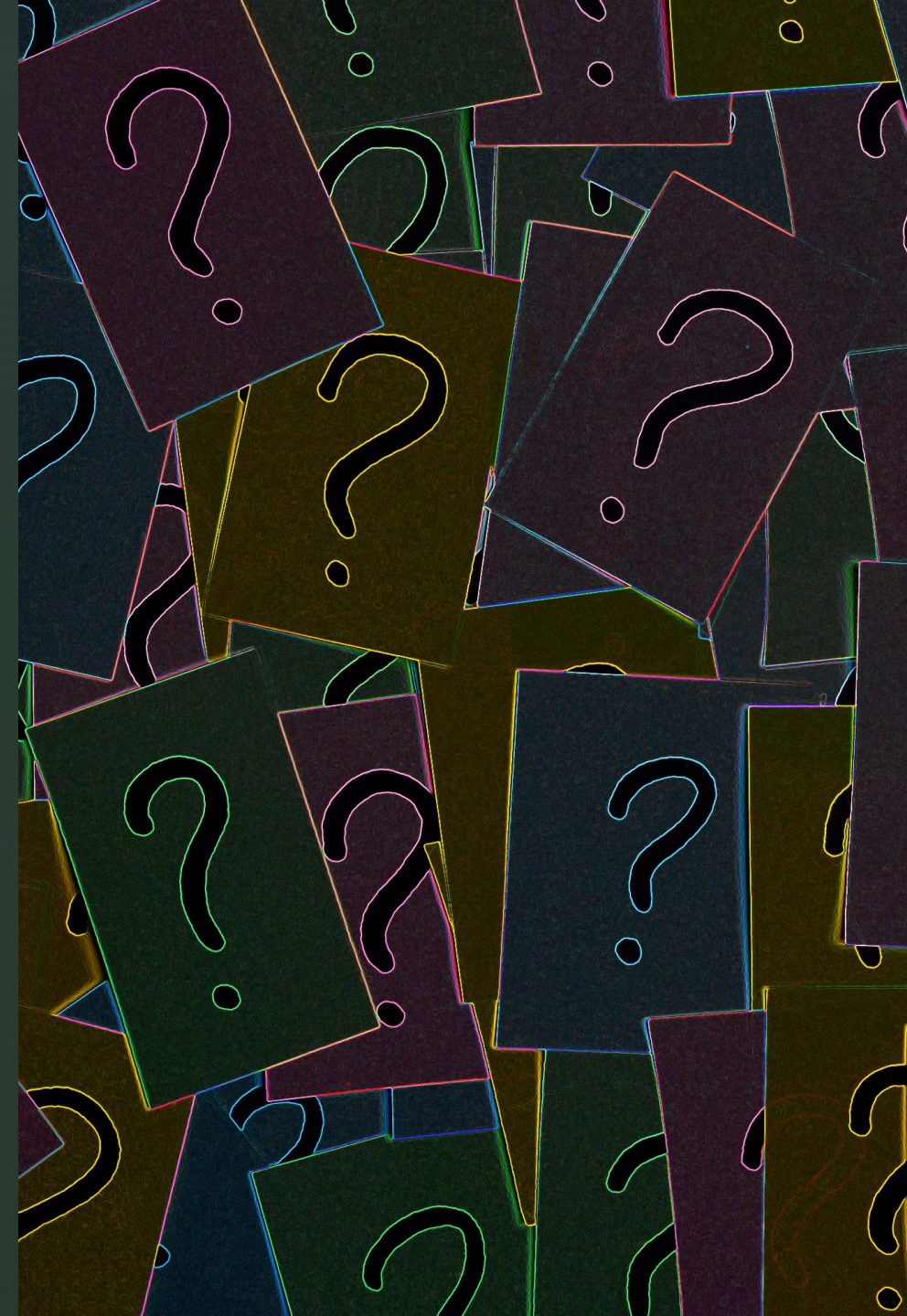
Autonomous car sensor system concept for safety of driverless mode car control GETTY



<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.



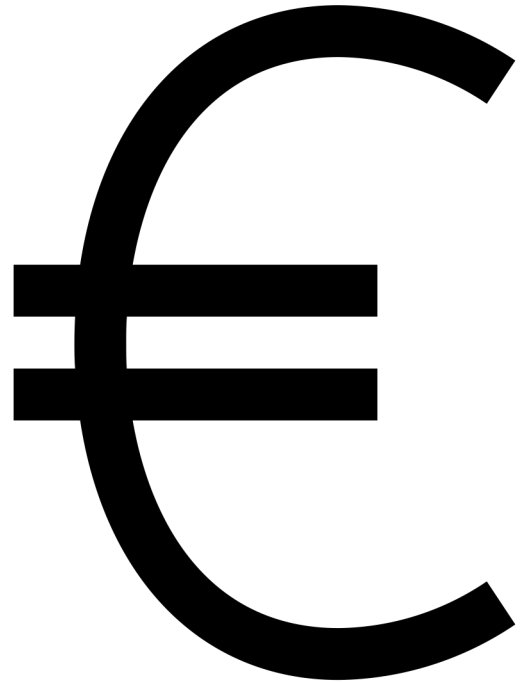


Improving Governance

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

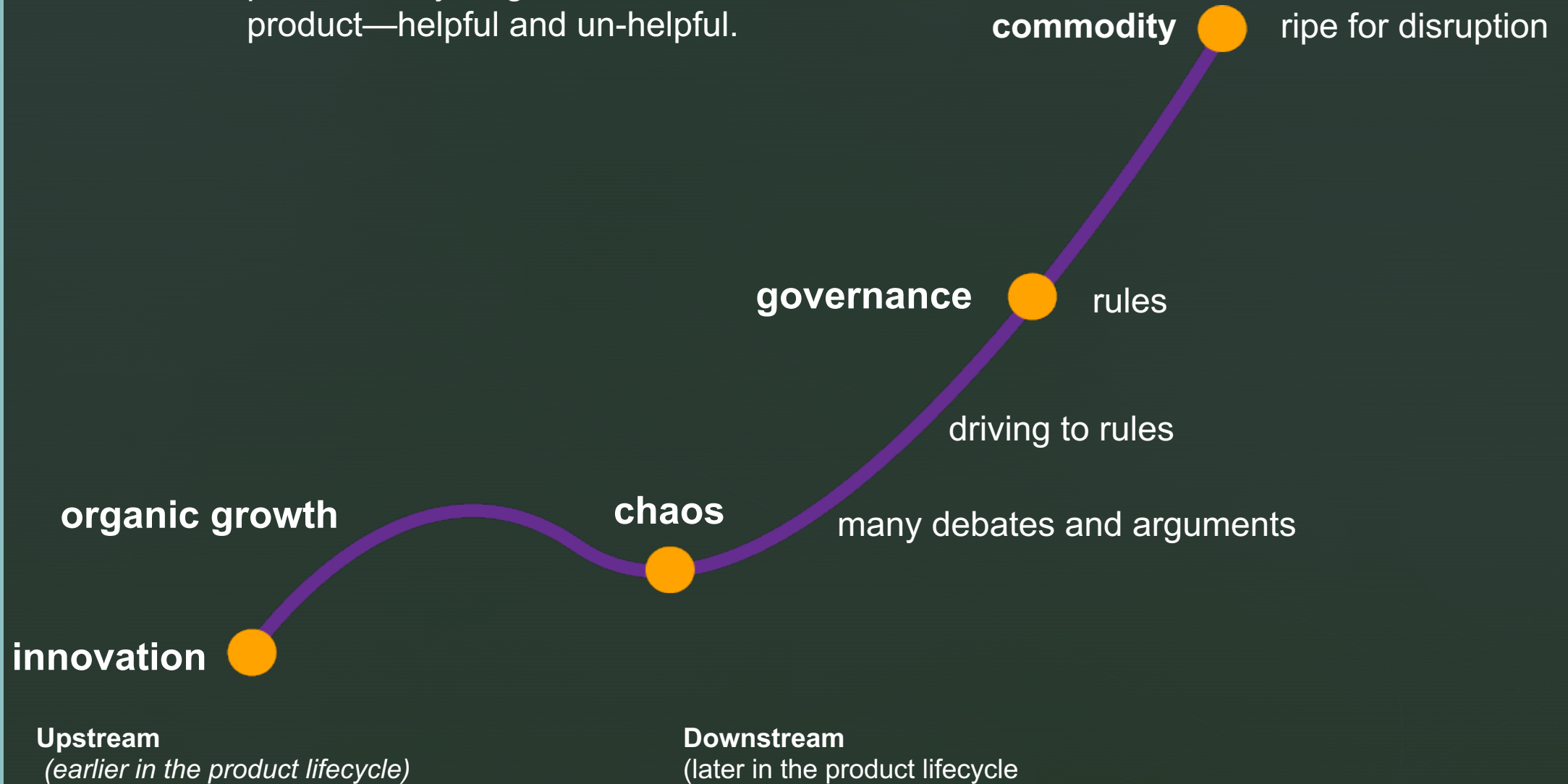
GROW THE PIE

**How Great Companies Deliver
Both Purpose and Profit**

ALEX EDMANS

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

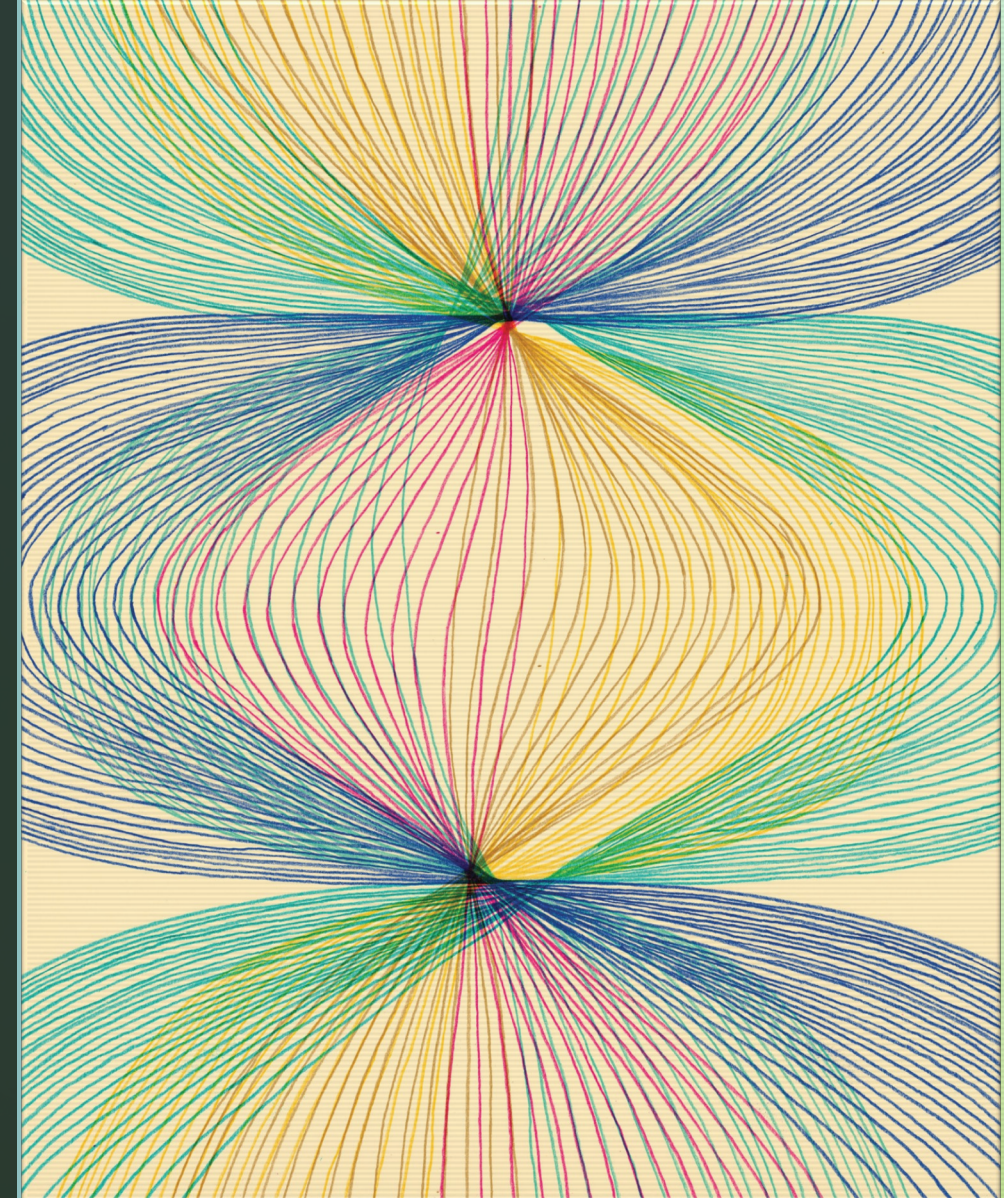
What happens early in the product lifecycle grow with the product—helpful and un-helpful.



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**

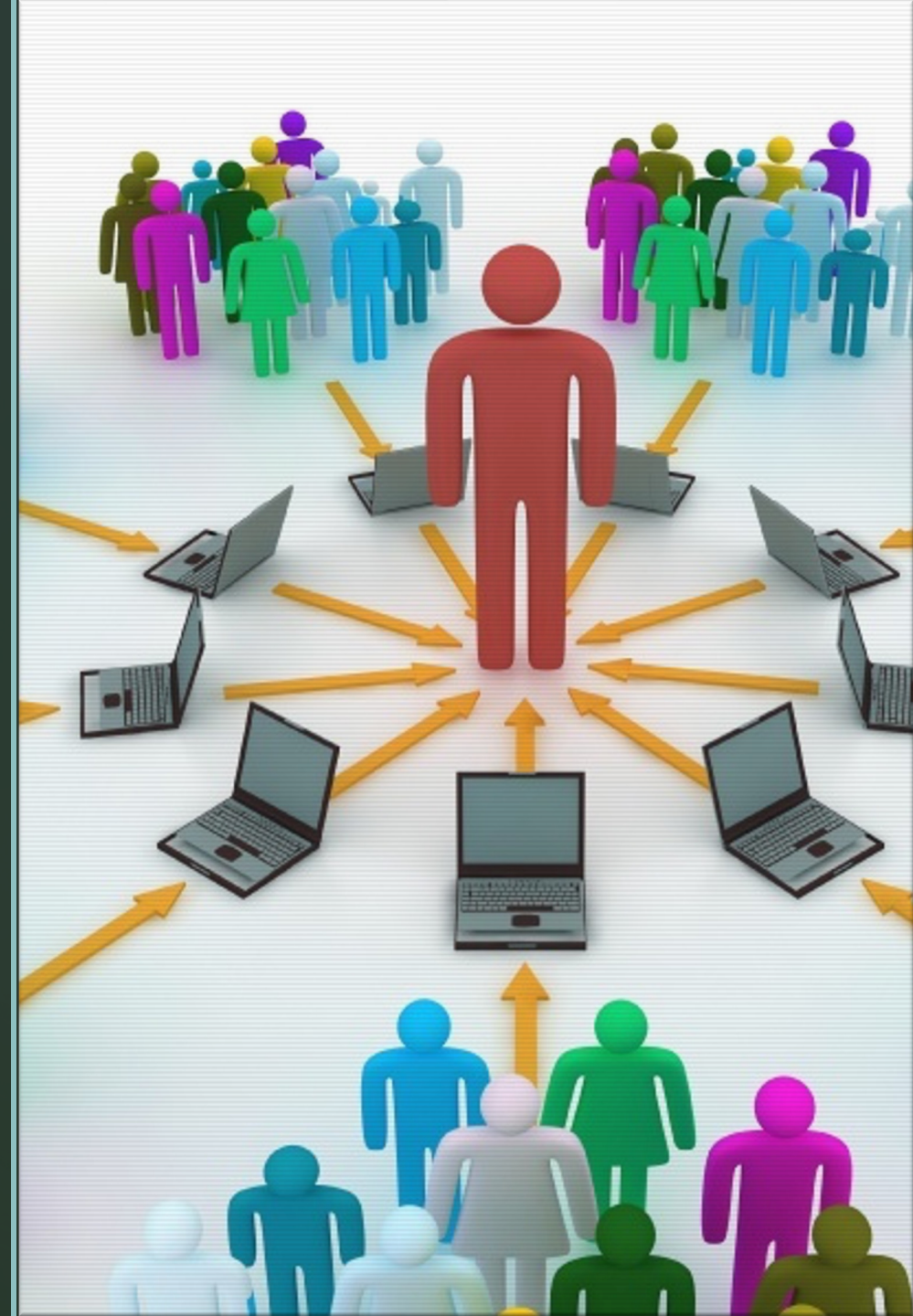


Facilitators & Bridges

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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