WORKSHOP

EU-China Workshop on E-Accessibility

Promoting Barrier-free ICT Accessibility, Helping Bridge the Digital Divide for the Elderly and the Disabled



Institute of Industry and Planning,

China Academy of Information and Communications Technology

Wang Li

Organized by:

In collaboration with:

欧盟驻华标准化专家项目

Seconded European Standardization Expert in China

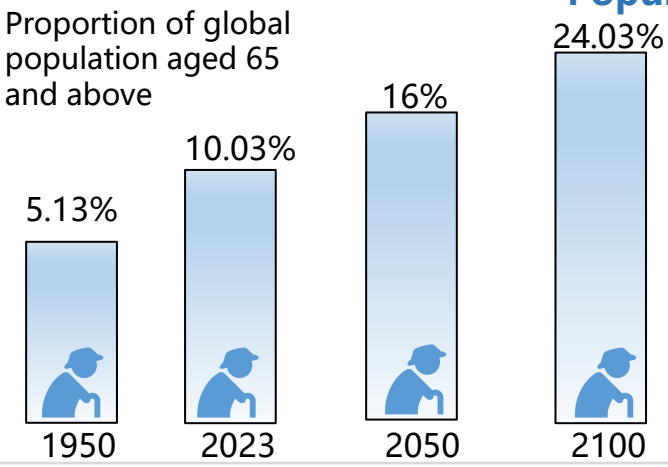
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In an aging and digital world, the problem of "digital divide" is prominent

- **In an aging and digital world, with the development of digital technologies and the expansion of digital economy, the problem of imbalanced and insufficient digital development among different groups is becoming increasingly prominent. The elderly and the disabled are facing limitations in using digital products and services, which creates a big "digital divide".**

Population aging



- In 2023, more than 10% of the world's population are above the age of 65. The number is expected to reach **16%** by 2050.

Digital wave emerging



- ICTs are developing rapidly
- Service boundaries continue to extend

"Digital divide" widening

- The elderly and the disabled, due to their physical conditions, learning ability and other reasons, are falling into a "digital dilemma" brought by the digital divide.



The focus is shifting in terms of bridging the digital divide

- **The unprecedentedly active ICT innovation has become an important driver for socio-economic development and improvement of people's livelihoods. There is still huge gap regarding the usage of ICTs by different groups, and the focus is shifting in terms of bridging the digital divide.**

Urban-rural digital divide

Since 2015, the Ministry of Industry and Information Technology and the Ministry of Finance of China have jointly implemented ten batches of telecom universal service programs, and achieved remarkable results.



Fiber coverage in administrative villages reached 100%



5G coverage exceeded 90%, covering all rural public institutions



- Average download speed exceeded 100Mbps
- Basically achieved "same Internet access and same speed" in rural and urban areas



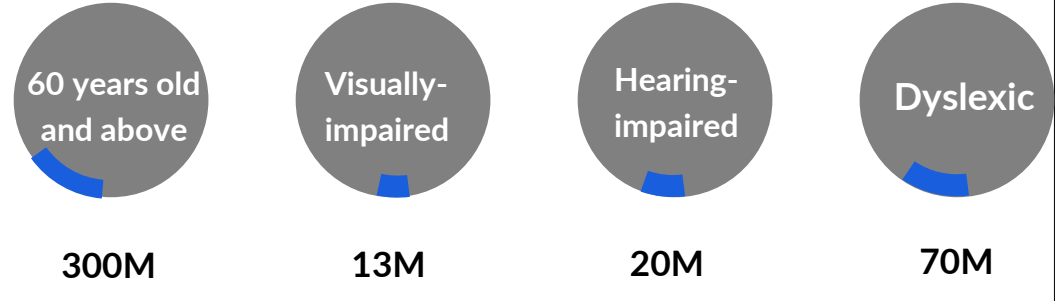
- Realized "5G to every county"
- On average, more than 200 mobile phones per 100 rural households are connected to the Internet.

Digital divide in ICT usage

Reasons for the digital divide in ICT usage:

- Individuals differ in their ability to use ICTs.
- There are differences in the mastery of digital knowledge.

The number of people affected by "digital divide in ICT usage" in China is huge.



The Chinese government attaches great importance to the issue of digital divide

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Year	Issued by	Policy document
2016	State Council	The 13th FYP for National Informatization
2017	State Council	The 13th FYP for Promoting the Equalization of Basic Public Services
2019	CPC Central Committee, State Council	Medium- and Long-Term National Plan for Active Response to Population Aging
2020	MIIT, CAPPD	Guiding Opinions on Promoting Barrier-free ICT Accessibility
2020	CPC Central Committee, General Office of the State Council	Notice on the Implementation Plan to Effectively Solve the Difficulties of the Elderly in Using Smart Technologies
2021	National People's Congress	Data Security Law of the PRC
2023	NPC Standing Committee	Law on Building a Barrier-free Environment of the PRC

The special Law on Building a Barrier-free Environment was enacted

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- **The Law on Building a Barrier-free Environment is the first law of this kind in China, which will come into effect on September 1, 2023. In this law, a special chapter is dedicated to barrier-free information exchange.**

Law on Building a Barrier-free Environment of the People's Republic of China

2023年06月29日06:03 | 来源：人民网 - 人民日报

T小字号

Order of the President of the People's Republic of China

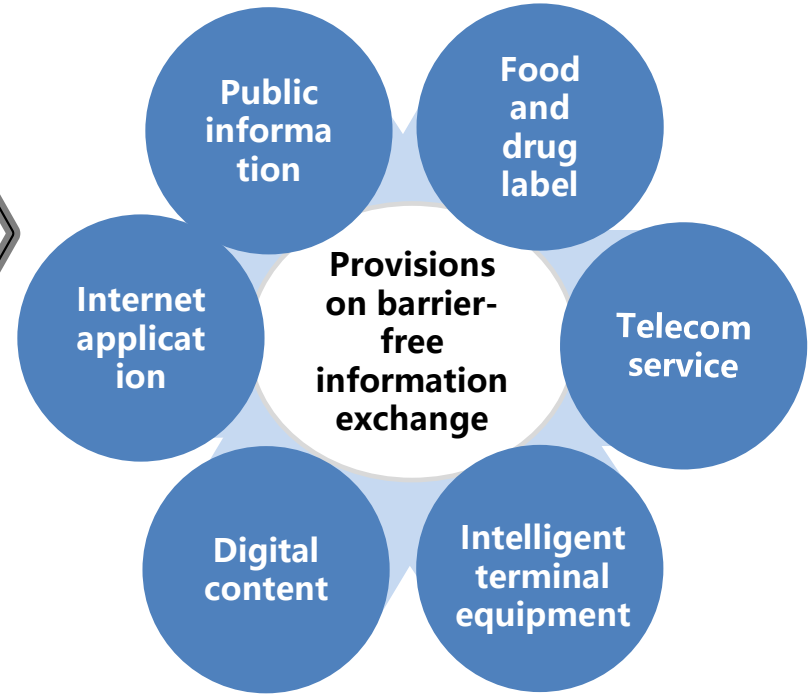
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The Law of the People's Republic of China on Building a Barrier-free Environment was adopted at the second meeting of the Standing Committee of the 14th National People's Congress of the People's Republic of China on June 28, 2023, is hereby promulgated and shall come into force as of September 1, 2023.

Xi Jinping, President of the People's Republic of China

June 28, 2023

- Chapter I General provisions
- Chapter II Barrier-free facilities construction
- **Chapter III Barrier-free information exchange**
- Chapter IV Barrier-free social services
- Chapter V Supportive measures
- Chapter VI Supervision and administration
- Chapter VII Legal liability
- Chapter VIII Supplementary provisions



Age-friendly and barrier-free transformation of internet products is accelerating

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- **The barrier-free transformation of internet apps is accelerating in China, and remarkable achievements have been made.**

Website

- **The barrier-free transformation of public service websites is accelerating.** At present, over 3000 websites have passed the evaluation on the age-friendly and barrier-free level.

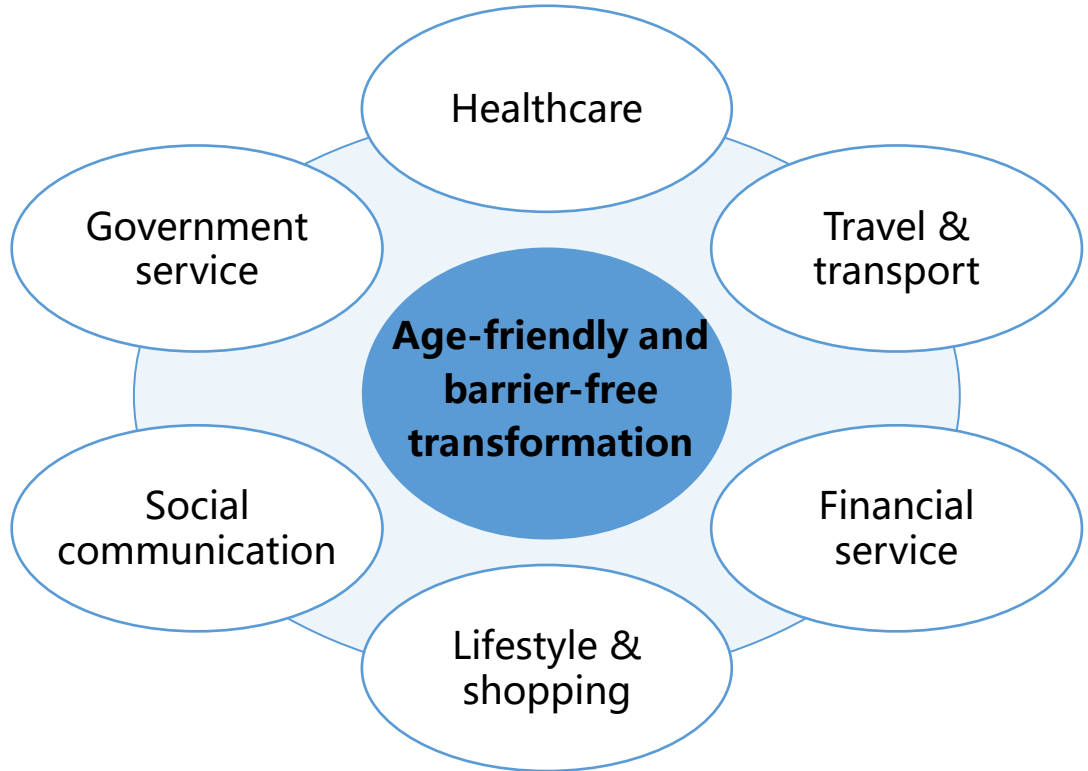




Government websites etc Installing accessible plugins

APP

- **The barrier-free transformation of mobile Internet APPs has attracted wide attention.** In China, over 100 APPs have completed the age-friendly and barrier-free transformation and passed the evaluation.



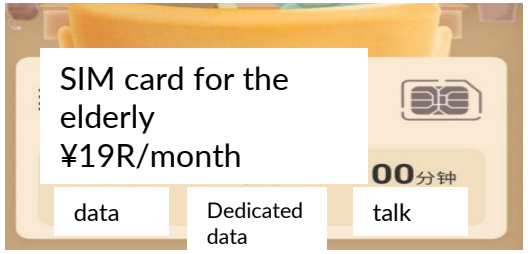
Telecom operators are providing more barrier-free services for the elderly and the disabled

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■ To improve services for the elderly and the disabled, China's telecom operators are promoting age-friendly transformation of some services, with a focus on telecom tariff, product and service channel.

Exclusive tariff for the elderly

1 *Tariff package*



2 *Exclusive package*



Products suitable for the elderly and disabled

1 *Barrier-free communication products*



2 *Platform and terminal products*



Age-friendly transformation of the channels

1 *Launch Mobile APP care versions*



2 *"One key call in" human customer service*

3 *Comprehensively optimize offline services*



Provide other age-friendly services

1 *Public service to care for the elderly and* **the disabled**



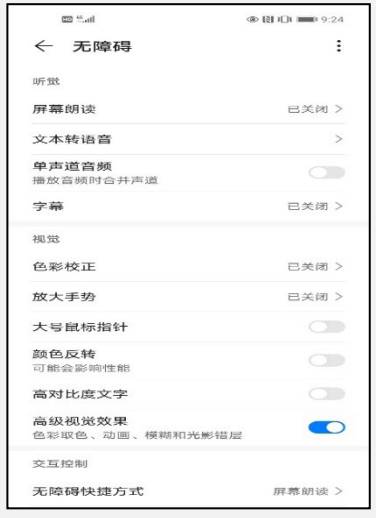
2 *Pay for your family, intimate pay, etc.*



There is an increasingly variety of assistive equipment

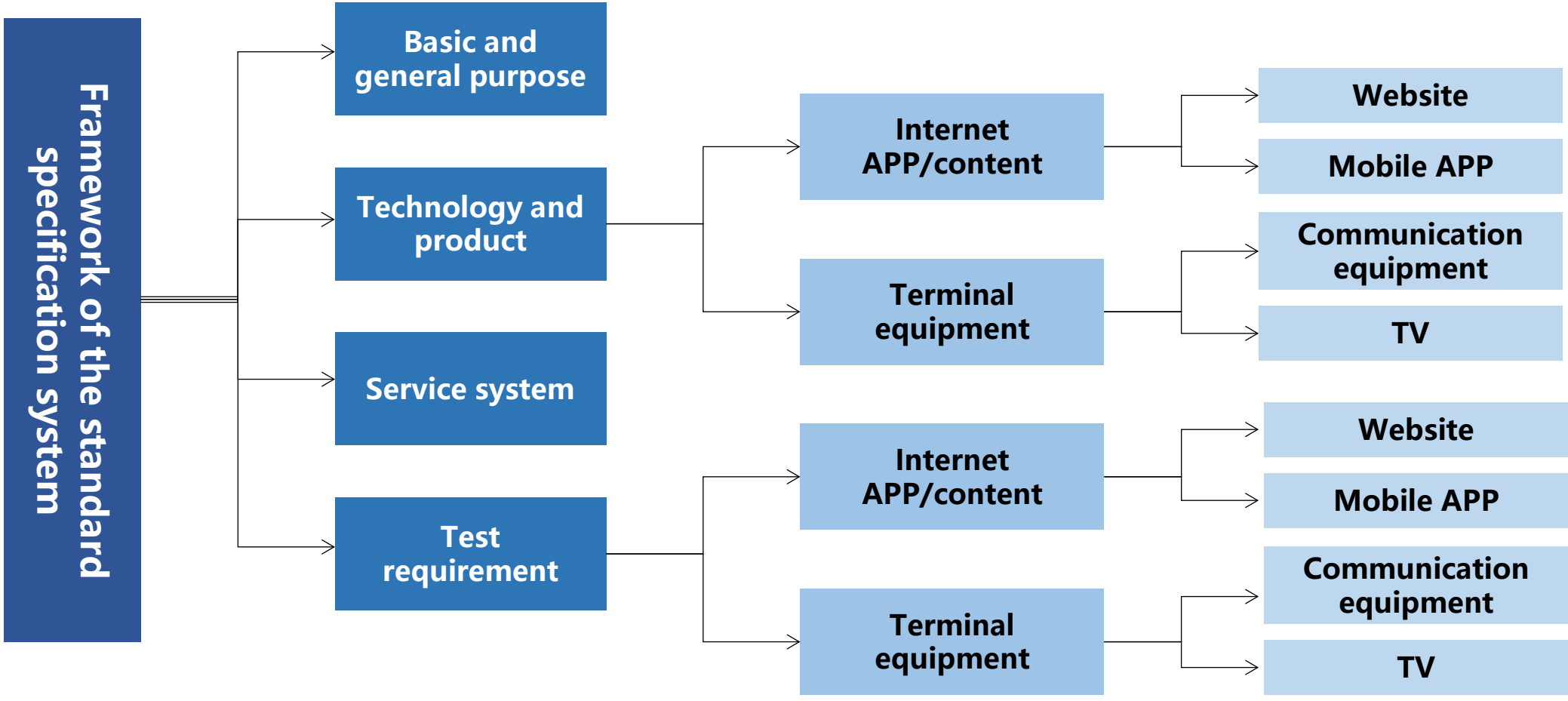
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- **China has made great progress in the research of barrier-free ICT assistive products, and the barrier-free performance of terminals has significantly improved.**

Assistance for the visually-impaired	Assistance for the hearing-impaired	Assistance for the cognitively-impaired	Age-friendly terminal
			
Barrier free function mode of mobile phone	Voice to text function	The terminal simplifies the operation interface and adds **voice assistants**	The elderly mode on TV Online accessible cinema

The standard system has basically taken shape

- China has released more than 70 standards related to age-friendliness and ICT accessibility, which mainly fall into four categories: basic and general purpose, technology and product, service system, and test requirement. The standard specifications cover basic terminal equipment and Internet APPs, etc.



We will continuously promote the construction of barrier-free society



The development of ICTs should have both "speed" and "warmth". ”

We are ready to work with the international community to promote the construction of a digital society that fully accommodates the needs of the elderly and the disabled , and help them not only overcome the "digital difficulties" in their lives, but also enjoy the benefits of digital technologies.

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Thank you

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