



# GSMA Assistive Tech

Inclusive Africa Conference

Key insights from the 2020 Mobile Disability Gap report

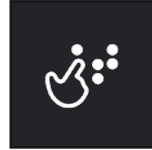


September 2021



The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators and nearly 400 companies in the broader mobile ecosystem. These include handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces the industry-leading MWC events held annually in Barcelona, Los Angeles and Shanghai, as well as the Mobile 360 Series of regional conferences.

Find out more about GSMA: [www.gsma.com](http://www.gsma.com).



## GSMA Assistive Tech

The GSMA Assistive Tech programme works to drive greater access and use of mobile technologies for persons with disabilities in emerging markets and maximise opportunities for social and economic inclusion. The programme works with the mobile industry and key disability and development stakeholders to address the digital inclusion gap of persons with disabilities, identify innovation opportunities and highlight the value of mobile-enabled assistive technologies.

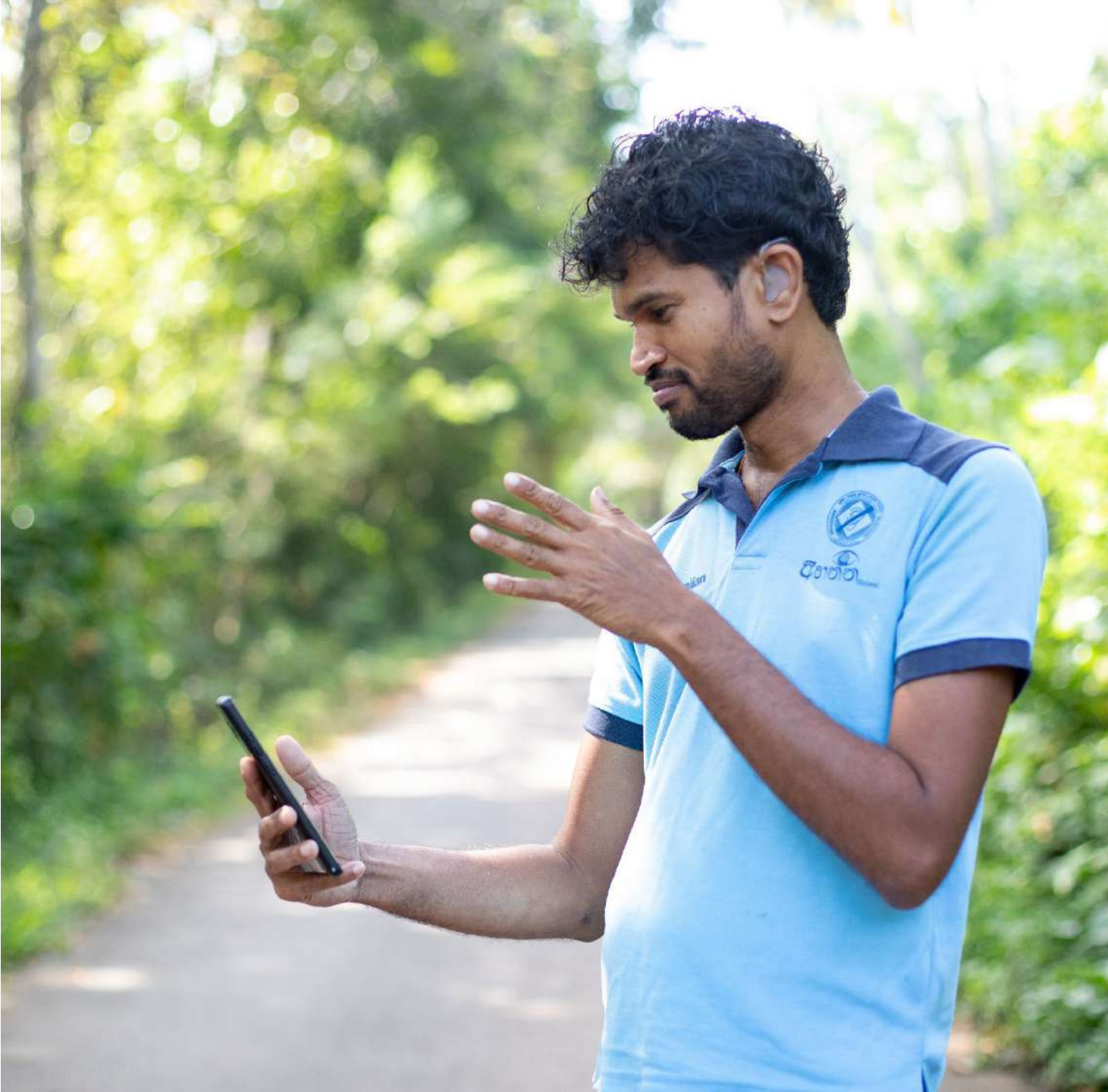
Find out more about GSMA Mobile for Development:  
[www.gsma.com/AssistiveTech](http://www.gsma.com/AssistiveTech).



This initiative has been funded by UK aid from the UK government and is supported by the GSMA and its members.

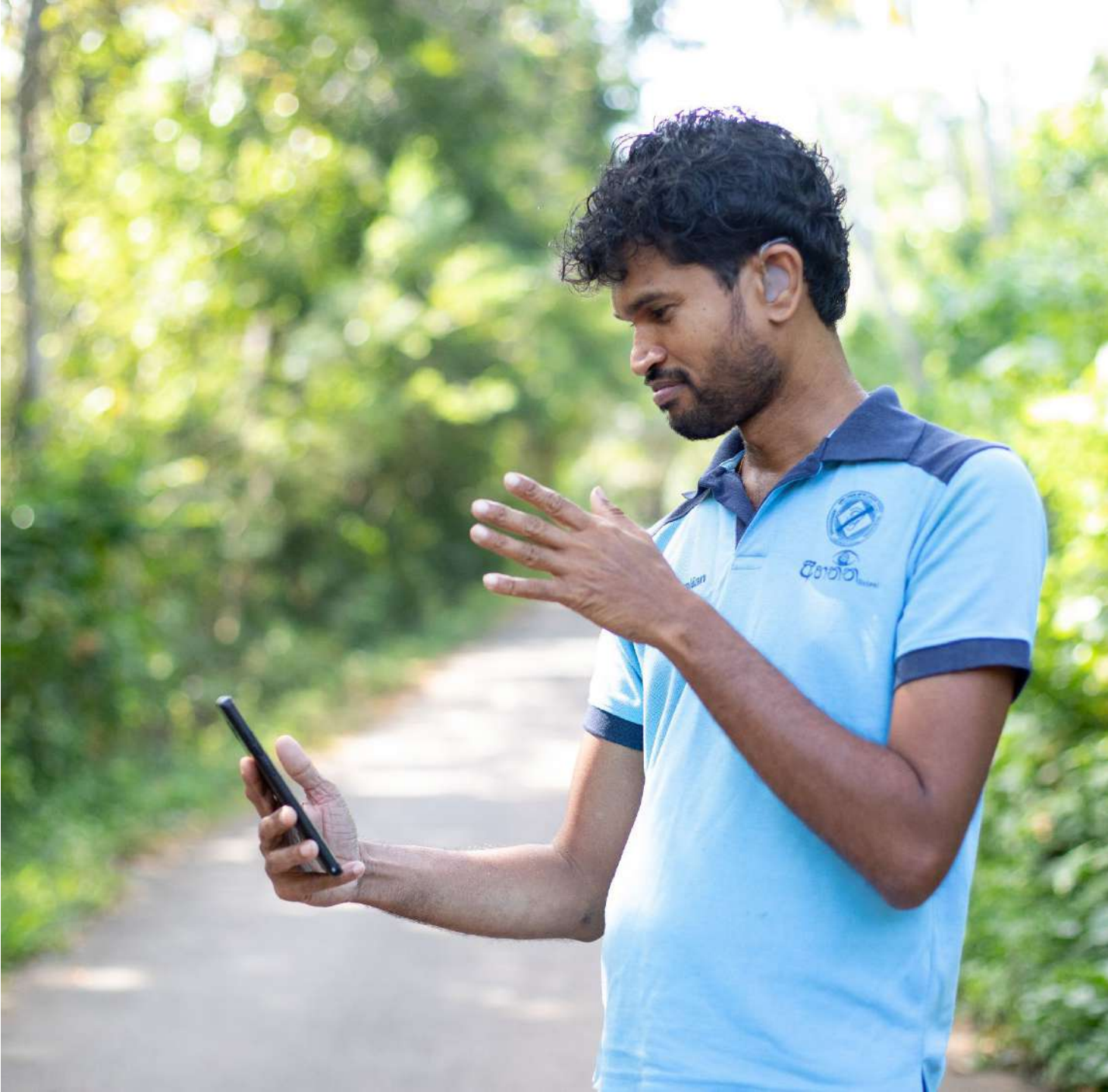
The views expressed do not necessarily reflect the UK government's official policies.





# Agenda

1. Insights from GSMA research
  2. The mobile industry response
  3. Assistive technology innovations
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# One billion

people globally have some form of disability

# 80%

of people with disabilities live in developing countries



# Mobile as a gateway to social and economic inclusion

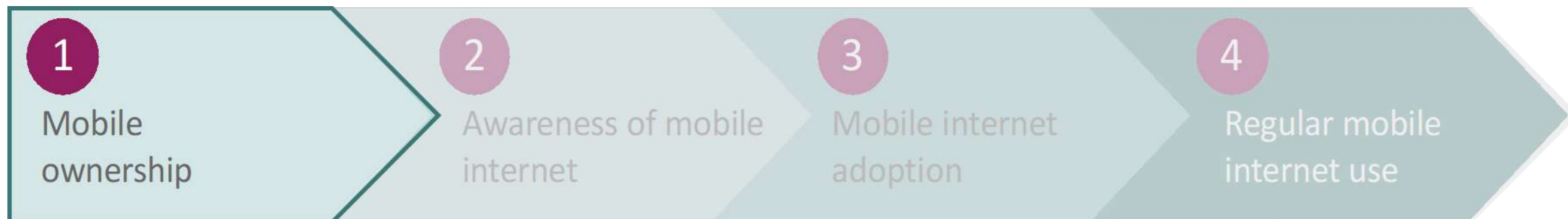
- Mobile phones can **provide access** to mobile-enabled services such as **mobile internet and other relevant services** for persons with disabilities
- Mobile phones have the potential to be bespoke and cost-effective tools for persons with disabilities, **clustering together multiple assistive technologies in a single device**



# Our digital inclusion framework



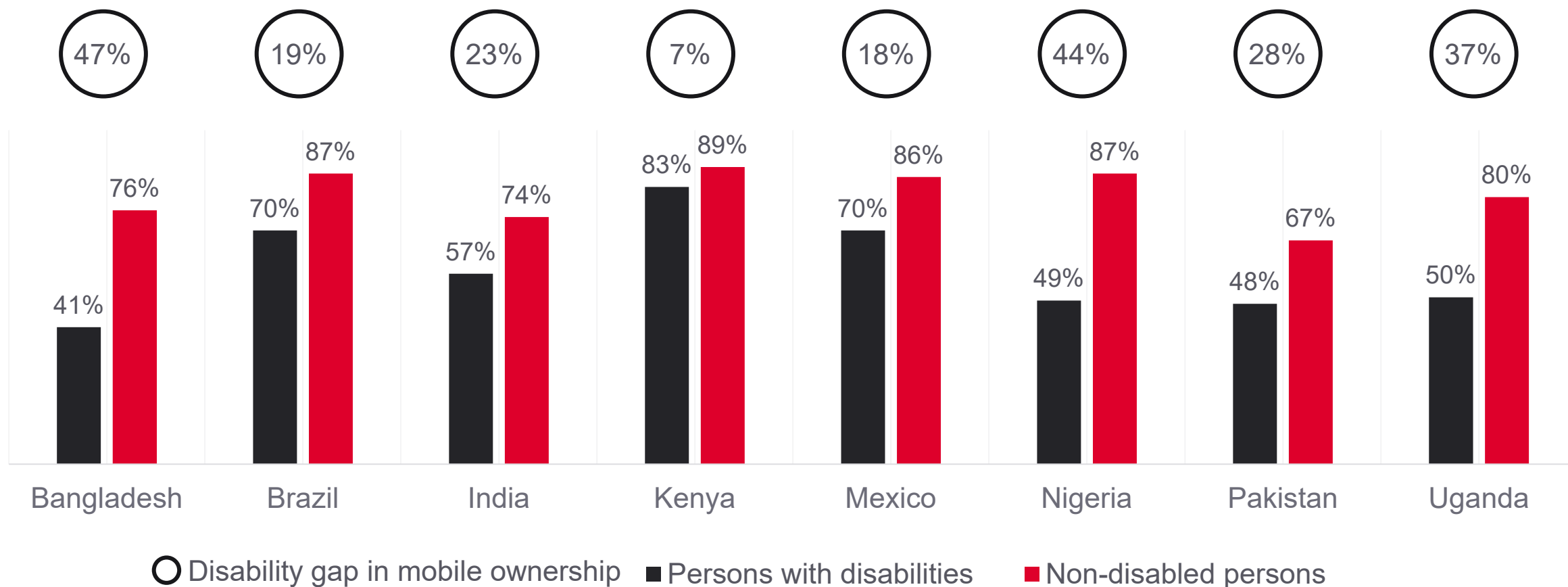
# Our digital inclusion framework





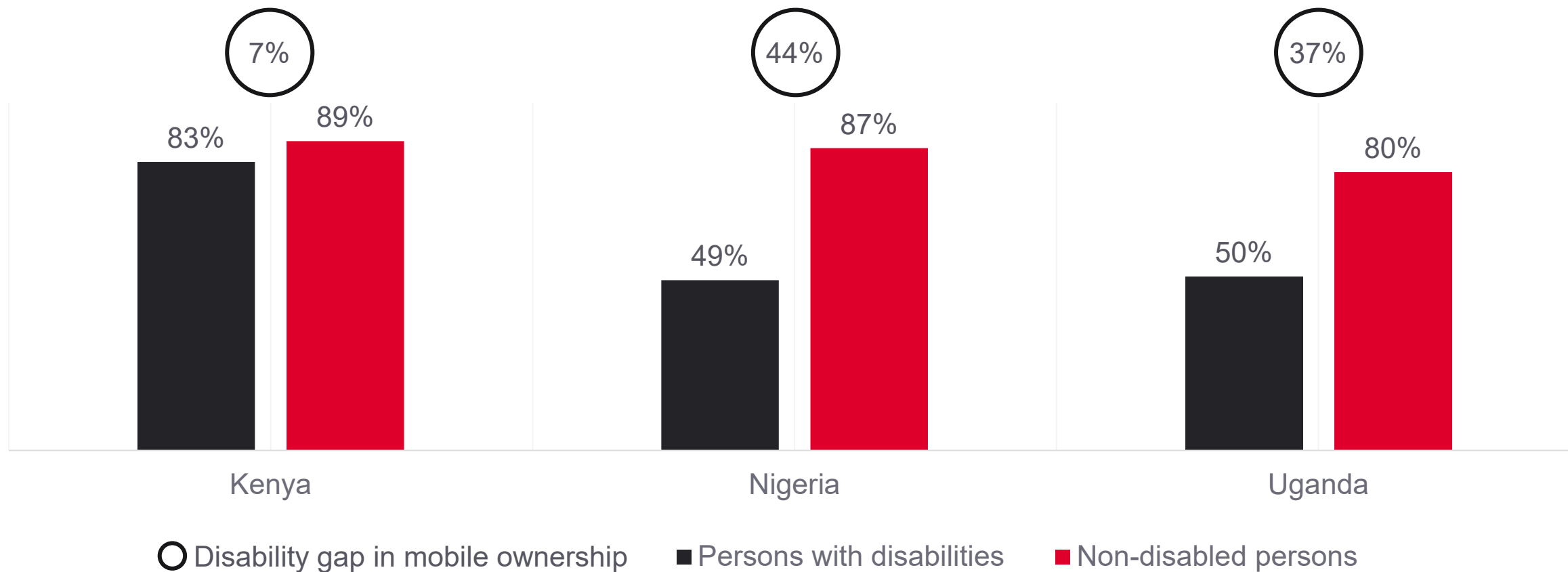
# A disability gap exists in mobile ownership

Mobile ownership by persons with disabilities and non-disabled persons  
*Percentage of the total population*



# A disability gap exists in mobile ownership

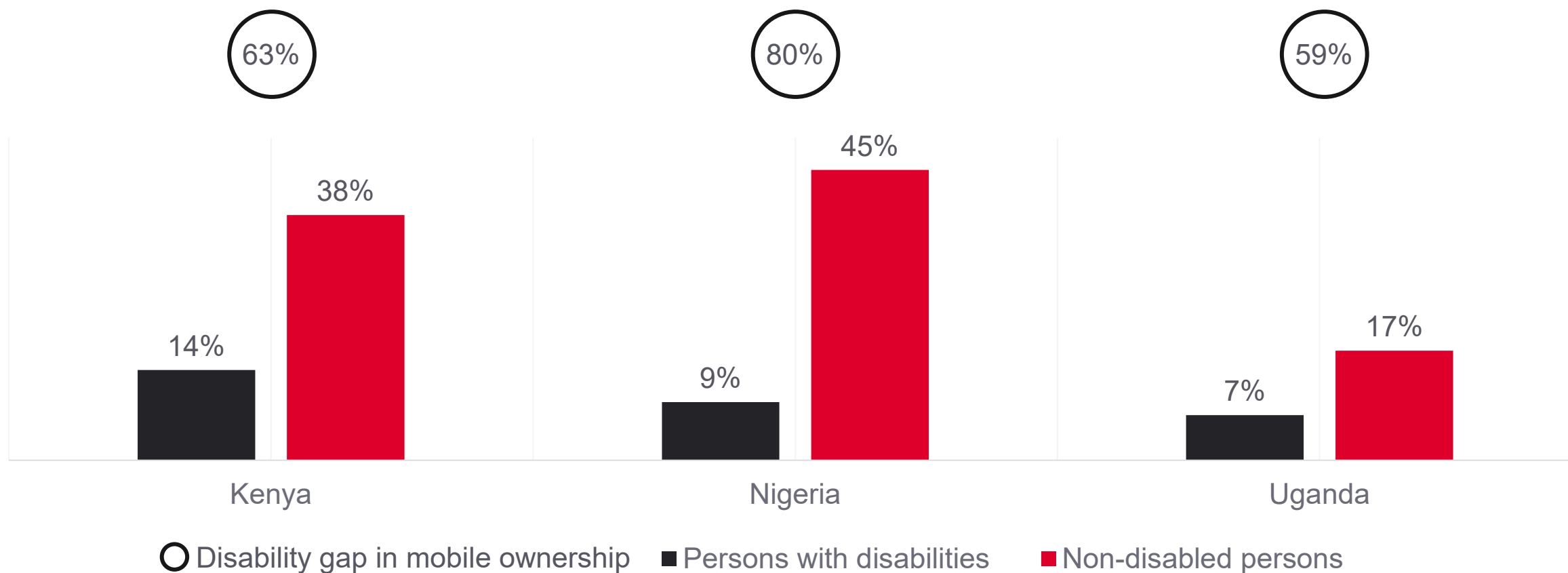
Mobile ownership by persons with disabilities and non-disabled persons  
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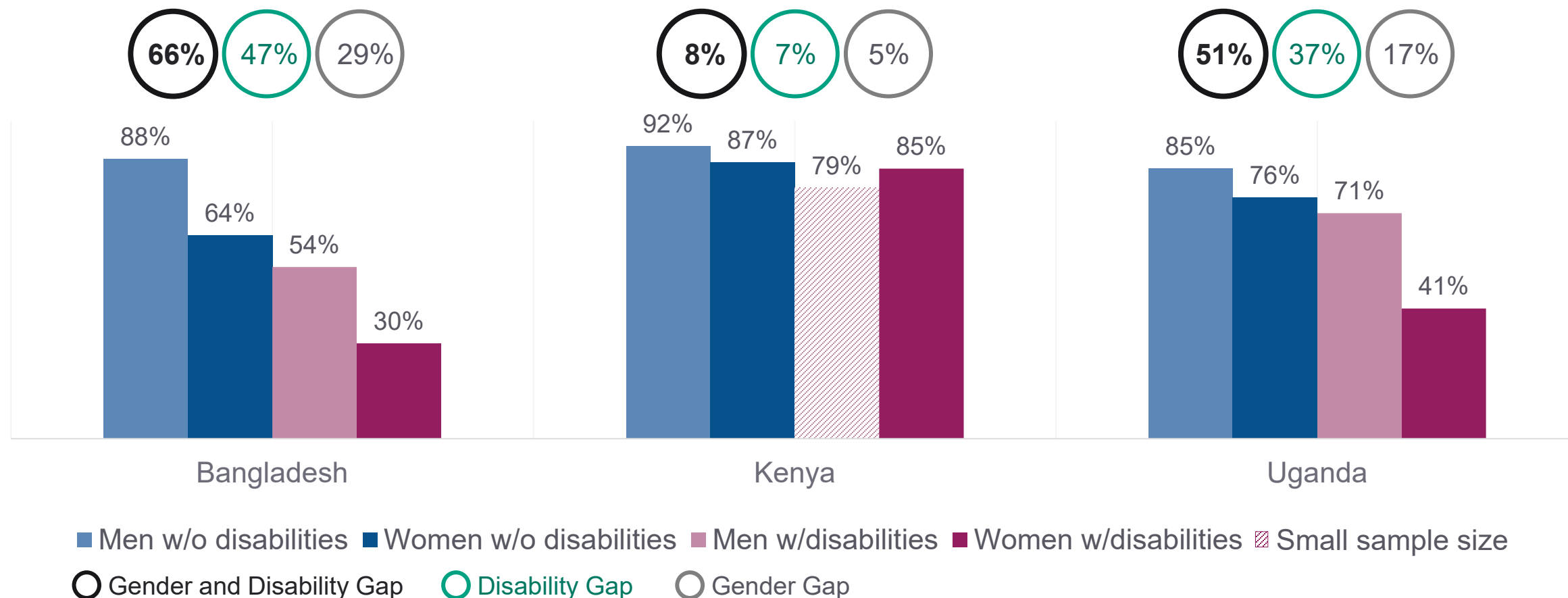
# The gap is wider for smartphone ownership

Smartphone ownership by persons with disabilities and non-disabled persons  
*Percentage of the total population*



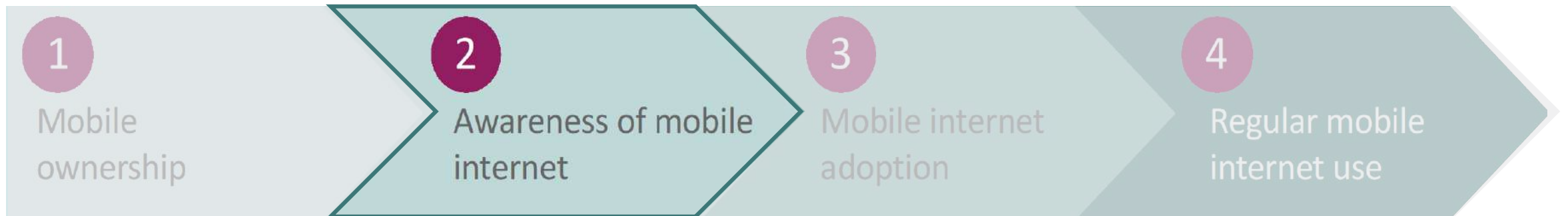
# Women with disabilities are at risk of digital exclusion

Mobile ownership by persons with disabilities and non-disabled persons  
Percentage of the total population



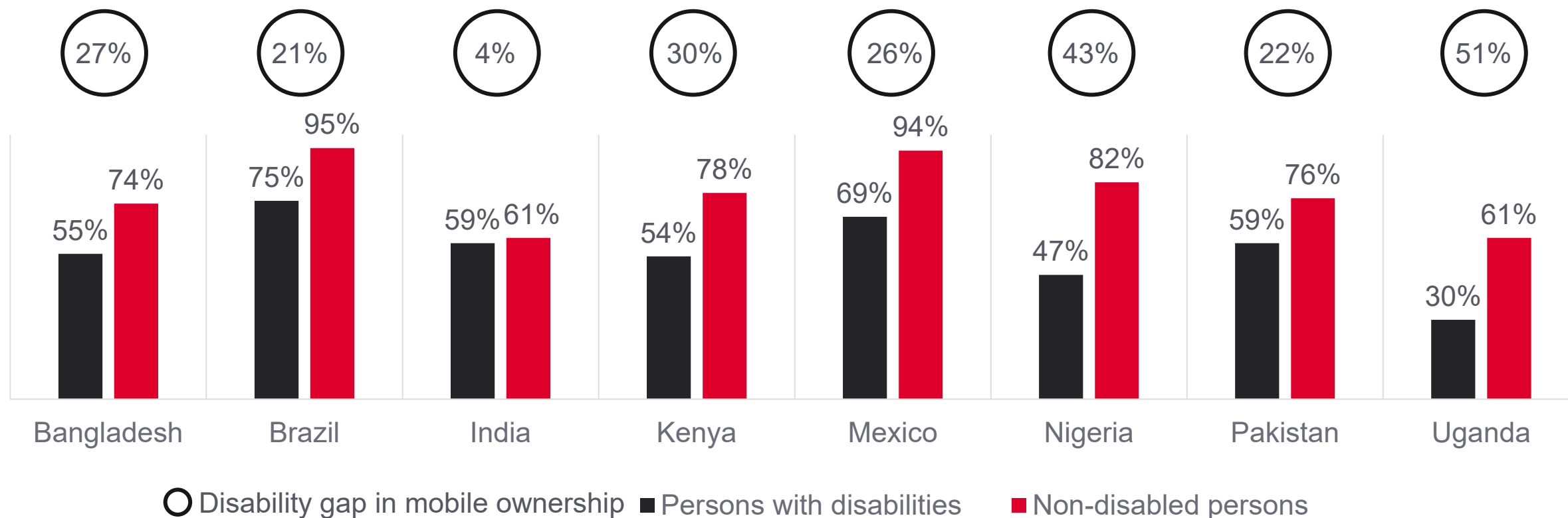


# Our digital inclusion framework



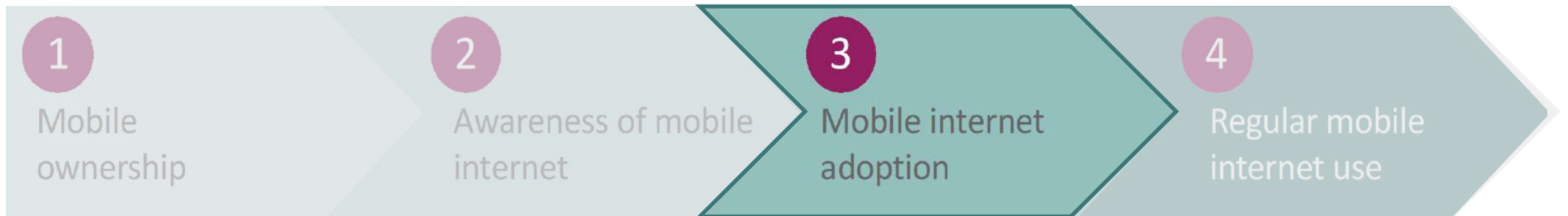
# Persons with disabilities are less likely to be aware of mobile internet

Awareness of mobile internet by persons with disabilities and non-disabled persons  
*Percentage of total population*



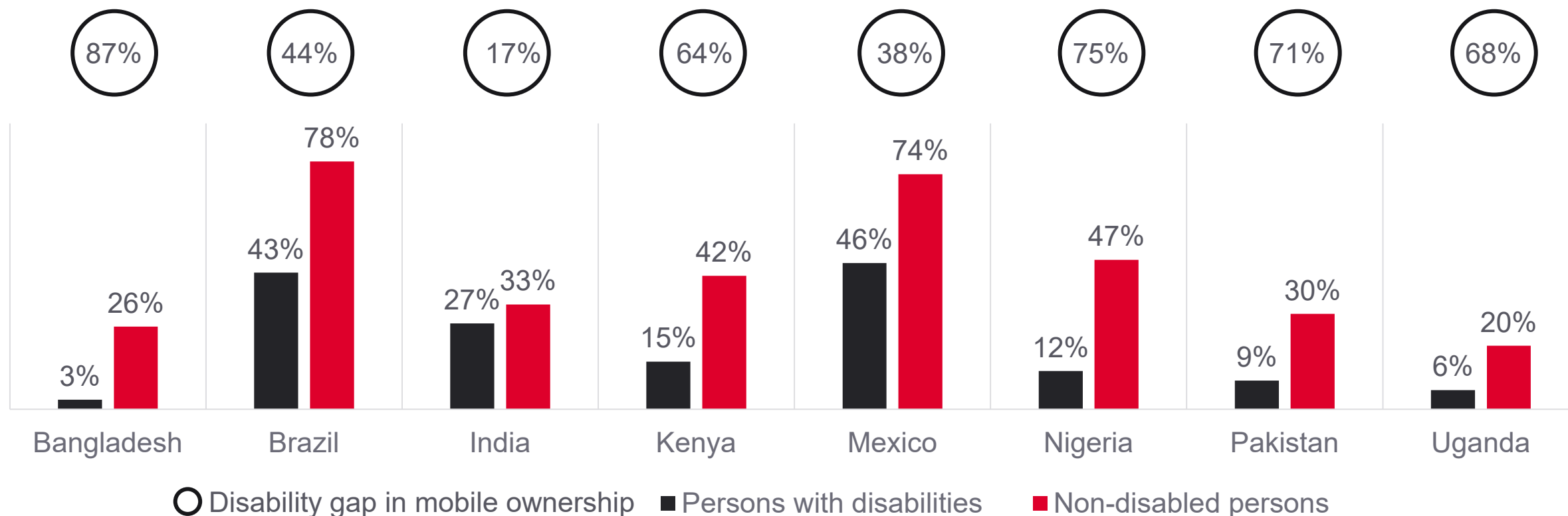


# Our digital inclusion framework



# Persons with disabilities are less likely to use mobile internet

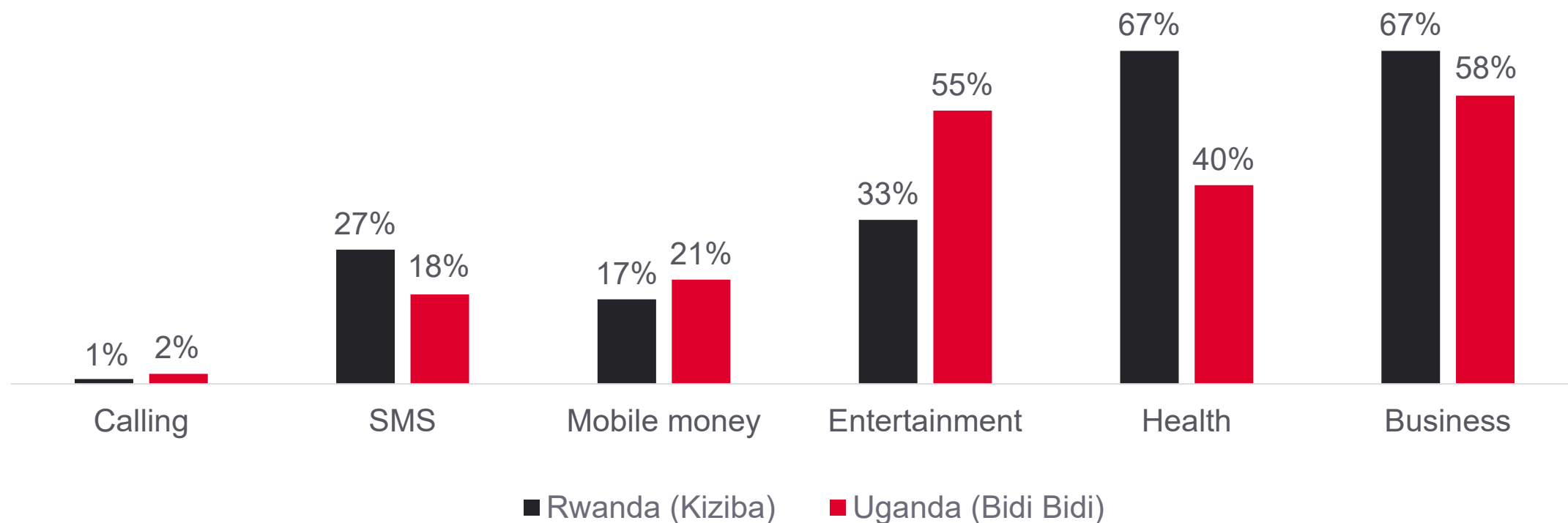
Mobile internet use by persons with disabilities and non-disabled persons  
*Percentage of total population*



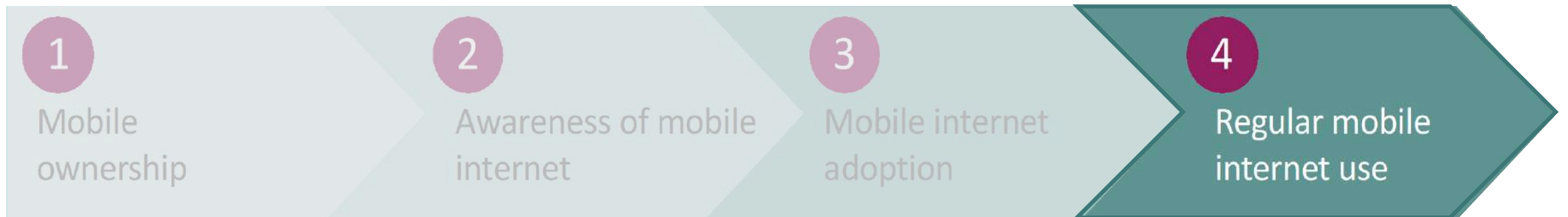
Source: GSMA Intelligence Consumer Survey, 2019

# Disability gaps increase with more complex mobile use cases

Disability gaps in usage (%) between persons with disabilities and non-disabled persons for different mobile use cases



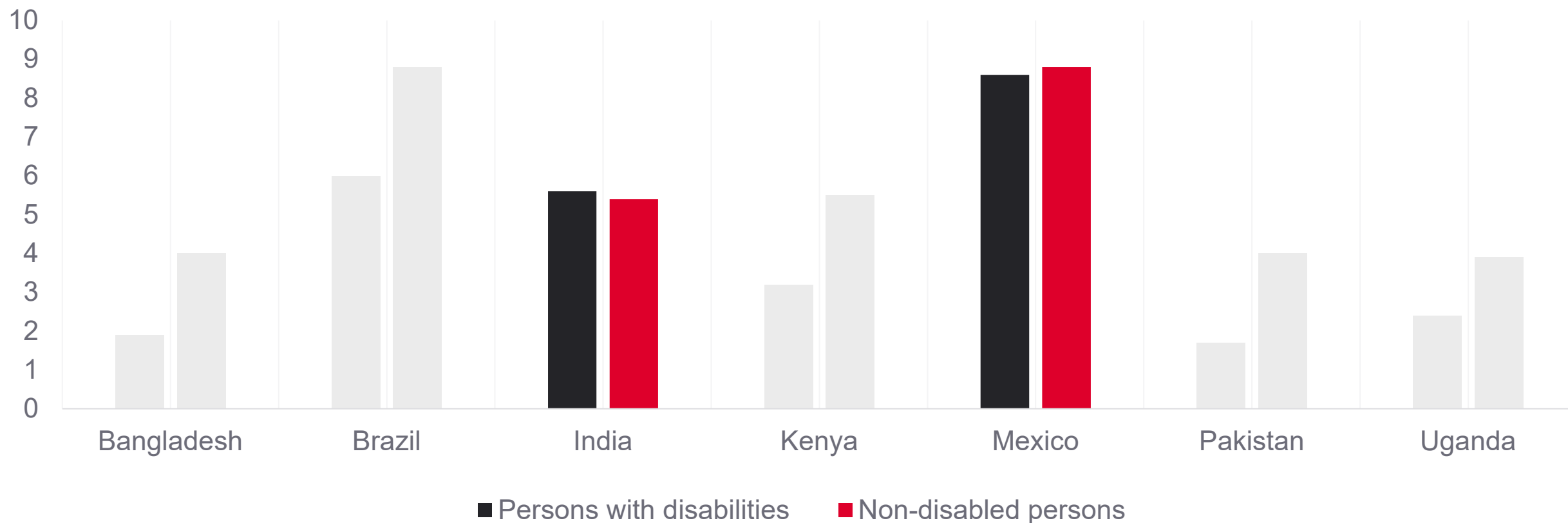
# Our digital inclusion framework





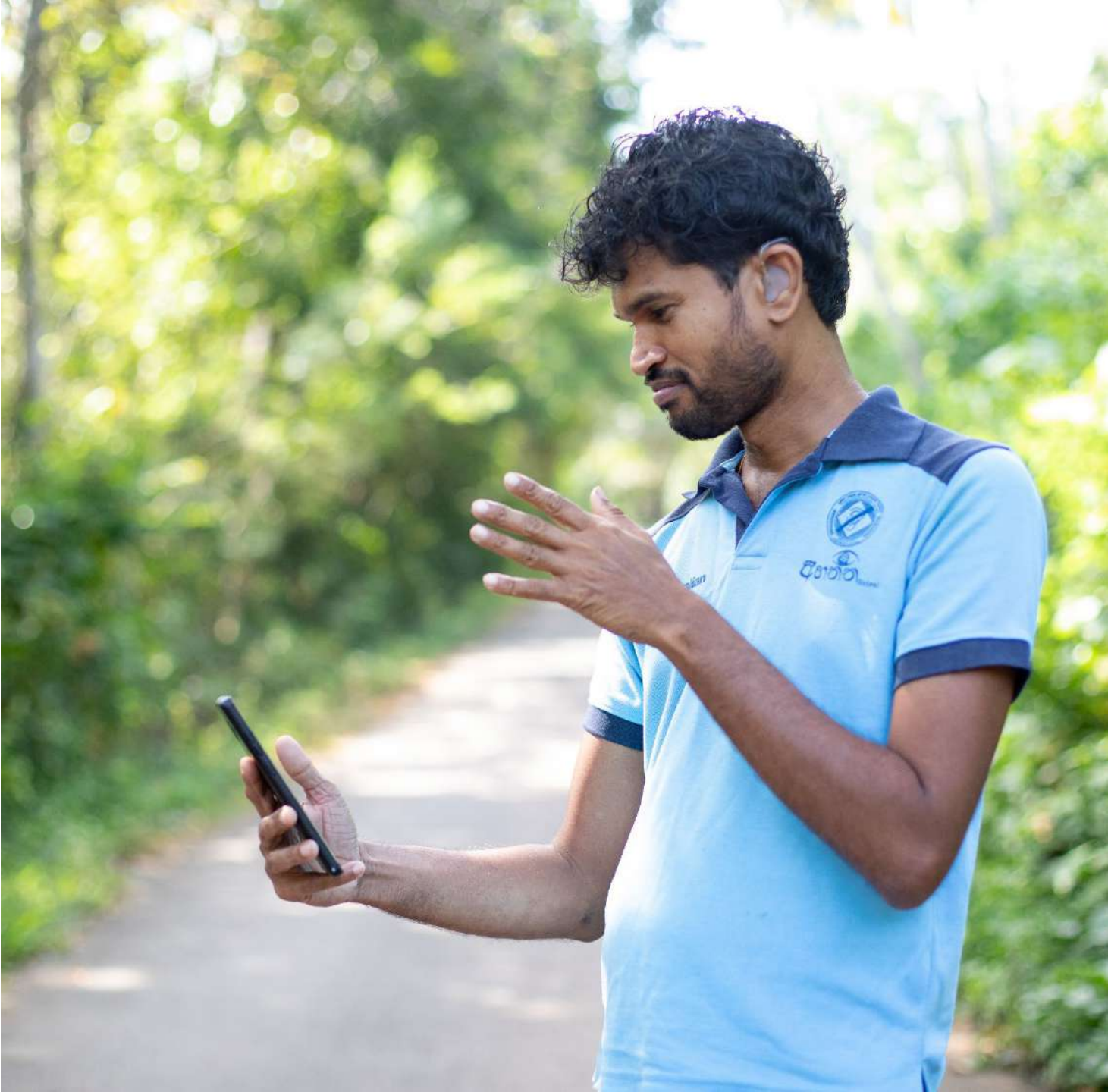
# Persons with disabilities can have similar use of mobile internet as non-disabled persons

Average number of weekly use cases of mobile internet by country and disability prevalence



# Several barriers lead to the mobile disability gap

<b>Access</b>	Families or caregivers are usually the gatekeepers to mobile ownership. Accessible handsets not available. Accessible mobile-enabled services not available.
<b>Affordability</b>	Phones are often gifted or purchased second hand. Accessible handsets are expensive. Fees are costly.
<b>Relevance</b>	Persons with disabilities, families and caregivers do not perceive mobile as being relevant or as an assistive technology. Relevant mobile content, services and products not available.
<b>Knowledge and skills</b>	Many persons with disabilities do not know how to use a mobile, or the accessibility features in them; Not aware of relevant mobile-enabled services.
<b>Safety and security</b>	Services are often inaccessible, putting at risk the privacy and safe use of mobile by persons with disabilities.



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# The Principles for the Digital Inclusion of People with Disabilities



## Principle 1

Embrace disability inclusion at every level of the organisation



## Principle 2

Understand how to reach, and better serve people with disabilities



## Principle 3

Deliver inclusive products and services that meet the diverse requirements of people with disabilities



The Principles aim to drive the digital inclusion of persons with disabilities through the **commitment of the mobile industry**. They provide operators with a **holistic framework for action** that we believe will **reduce the gap in access and usage** of mobile-enabled products and services.



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# Identifying customers with disabilities

Safaricom: **Partnership** with Kenyan Union for the Blind to **register visually impaired** Safaricom customers



Vodacom: **online registration** of customers with 'Specific Needs' and promoted among OPD network



# Understanding how to reach and better serve people with disabilities

NOTHING  
ABOUT US  
WITHOUT US

# Understanding how to reach and better serve people with disabilities

Employee-customers with disabilities embedded as **project leads** and in **different business units**



Accessibility audits on digital products, services, platforms and **all customer-facing touchpoints**



Partnership with OPDs for **co-creation activities** with persons with disabilities





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# Ensuring accessible digital platforms, products and services



Employees with disabilities **embedded in testing and quality assurance team**; **Accessibility criteria** included in quality assurance criteria.



**Insights from customers with visual impairments** informed enhanced accessibility of M-Pesa (integration of IVR balance checks)



Enhanced pay-TV platform, Movistar + 5s, to **include audio description, subtitles and sign language interpretation**



# Ensuring accessible digital platforms, products and services



- Customer **invoice in braille or enlarged characters**
- **Voicemail by SMS** - transcription of voicemails
- **Incoming voice call blocking** service for customers with hearing impairments - sends automated text response suggesting to contact by SMS



- Prompt to leave **SMS 'voicemail'** for Deaf customers
- Made flagship **My Vodacom App fully accessible** for visually impaired customers

# Accessible stores



- 'Autonomy space' is a **dedicated area in over 260 stores** specially designed and **staffed with trained sales agents** to support customers with disabilities



- Utilizing **SeeingAI** in stores for **product barcode scanning** for visually impaired customers

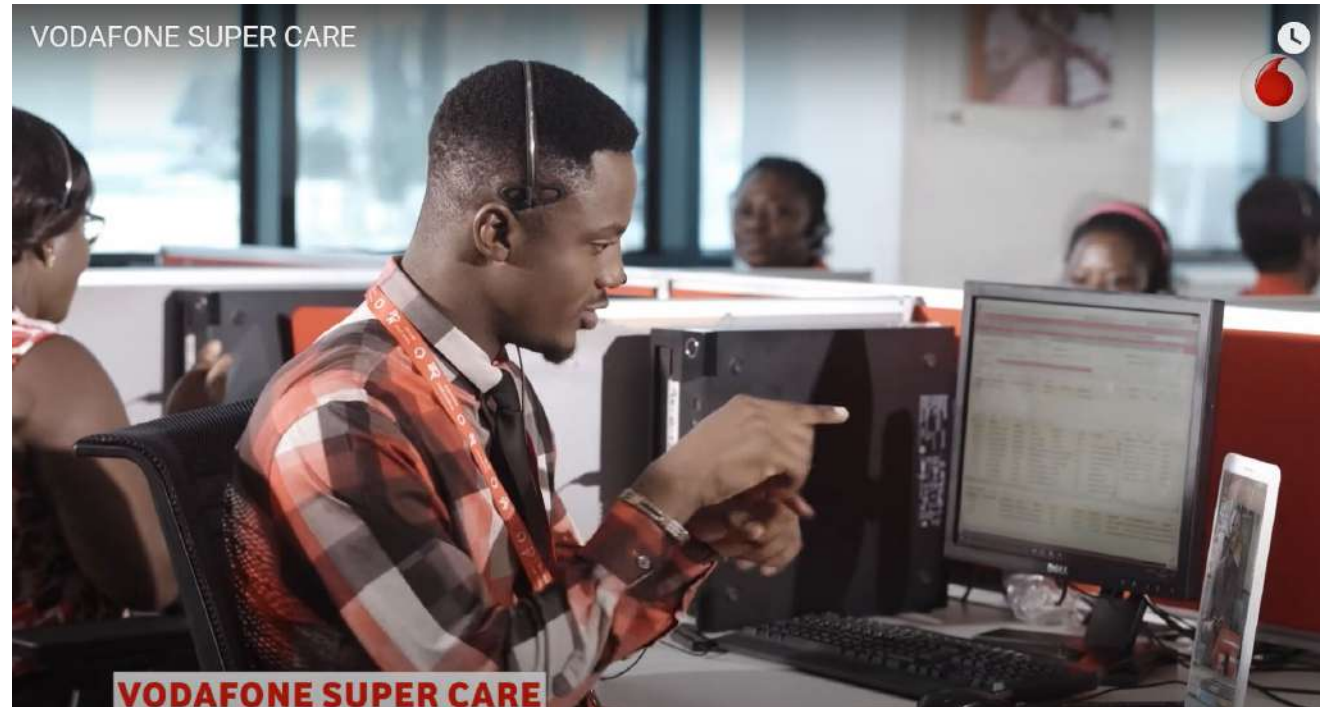




# Inclusive and accessible customer service



- Vodafone Ghana Super Care initiative provides persons with hearing impairments access to **customer service in sign language** when they dial the \*494# shortcode



# Inclusive and accessible customer service



- Vodacom South Africa provides **omnichannel customer service**: My Vodacom app, dedicated email for specific needs customers
- **Priority phone repairs**
- **In store activation of accessibility features**



- **Direct routing of customers with visual impairments** disabilities to accessible customer service support

# Access to accessible devices



- **Importing accessible devices**  
like the Nokia 2720 (4G enabled  
Nokia Flip phone)



- Provision of **Kapsys SmartVision2** embedded with **relevant apps** for customers with visual impairments



# Affordable devices and bespoke packages



- **Provide certain accessible devices** at reduced cost for customers with disabilities
- **Bespoke airtime bundles** for different disability types:
  - **Reduced SMS bundles and buy-one-get-one-free deal**
  - **'Data and SMS only' packages for Deaf customers**

# Improving knowledge and skills



- Guidance on **accessibility features** provided **in store, on their website and via OPDs**
- Other guidance on **using mobile phones and mobile enabled services**



- Training on accessible devices like **Kapsys SmartVision2**
- **Digital workshops**



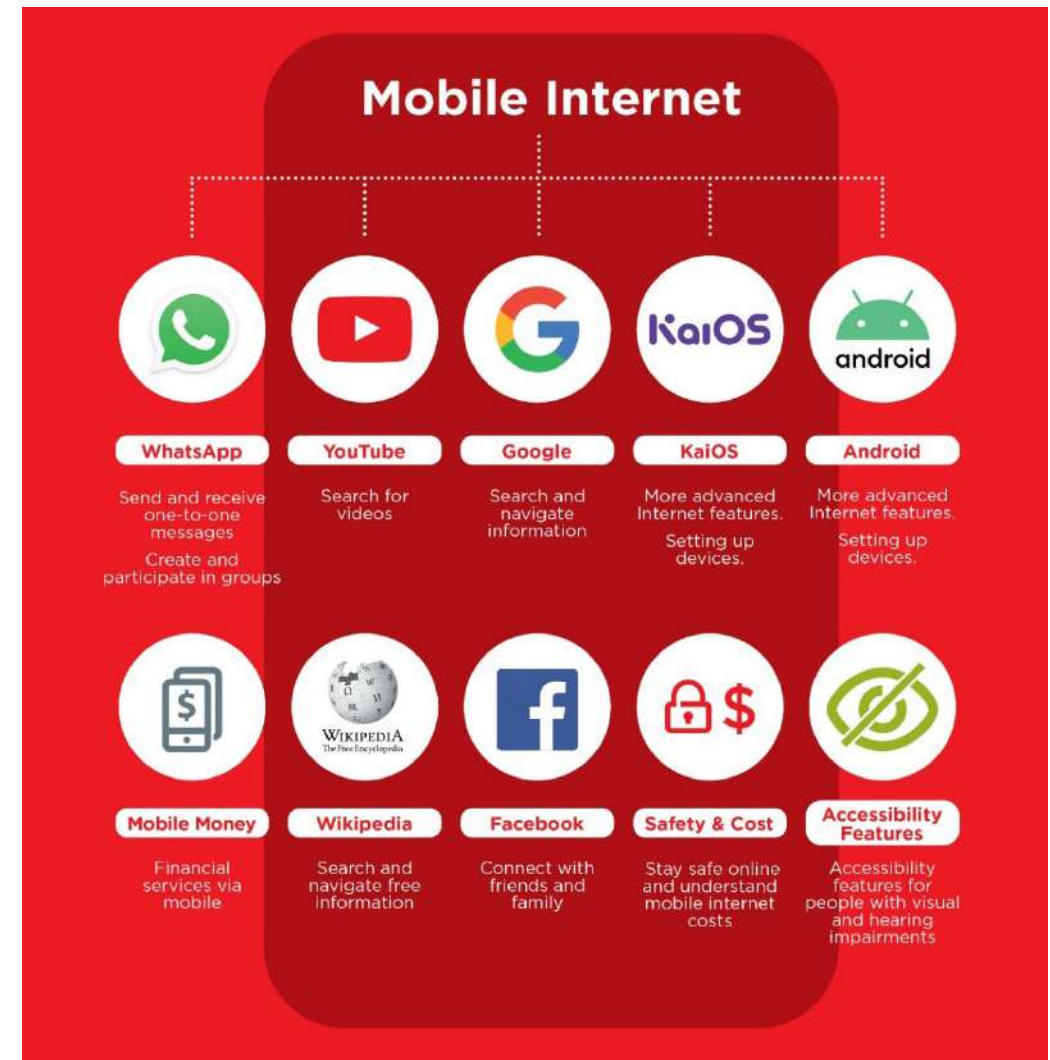
# GSMA Mobile Internet Skills Training Toolkit (MISTT)

## What is the MISTT?

- **Train the trainer material** for first time mobile internet users
- Covers **basic smartphone usage skills**
- Smartphone and **internet safety**
- How to control your **mobile data costs** and **your privacy**
- Covers **accessibility features**
- Introduction to major worldwide **internet applications**
- Rolled out with mobile operators, NGOs, OPDs and other stakeholders

## Formats

- **Bite sized lessons (PDFs)** – 3mins
- **Videos** – 3mins
- **In-depth trainings (PDFs)** – 45mins
- Translated to **8+ languages**



# Providing relevant products and services



- My Dream Companion
- Treasure Inside Me
- My Sign Language App



- Zain Jordan & Mind Rockets



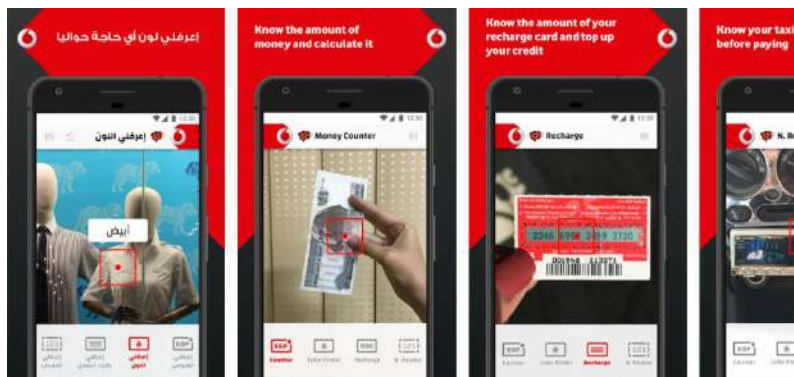
- Petralex hearing screening and audio enhancing app



# Providing relevant products and services



- Vodafone Egypt's E3rafli app



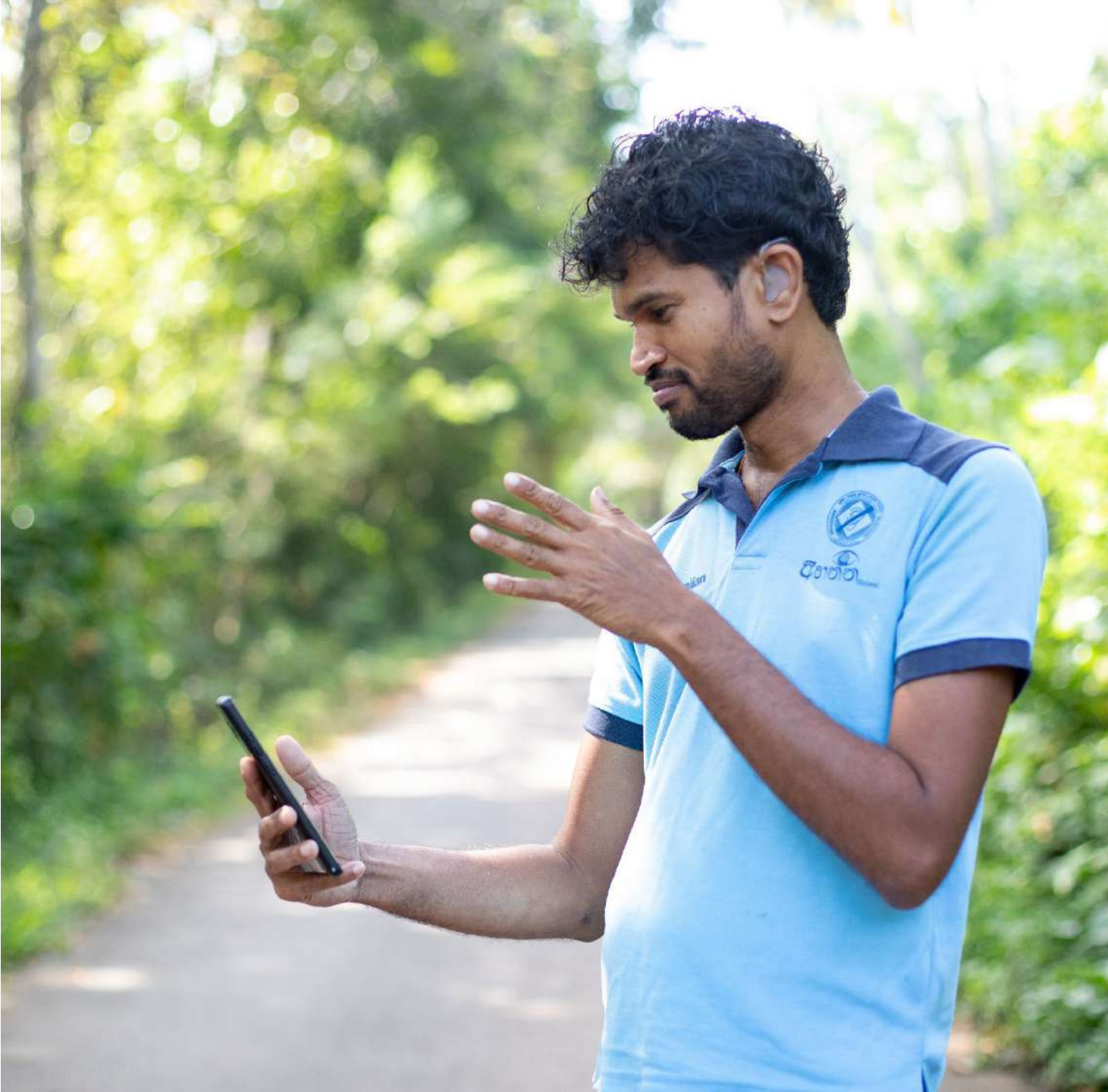
- 112 Emergency Service App
- SMS Emergency Service



- Assistive technology wearable – Dot Watch



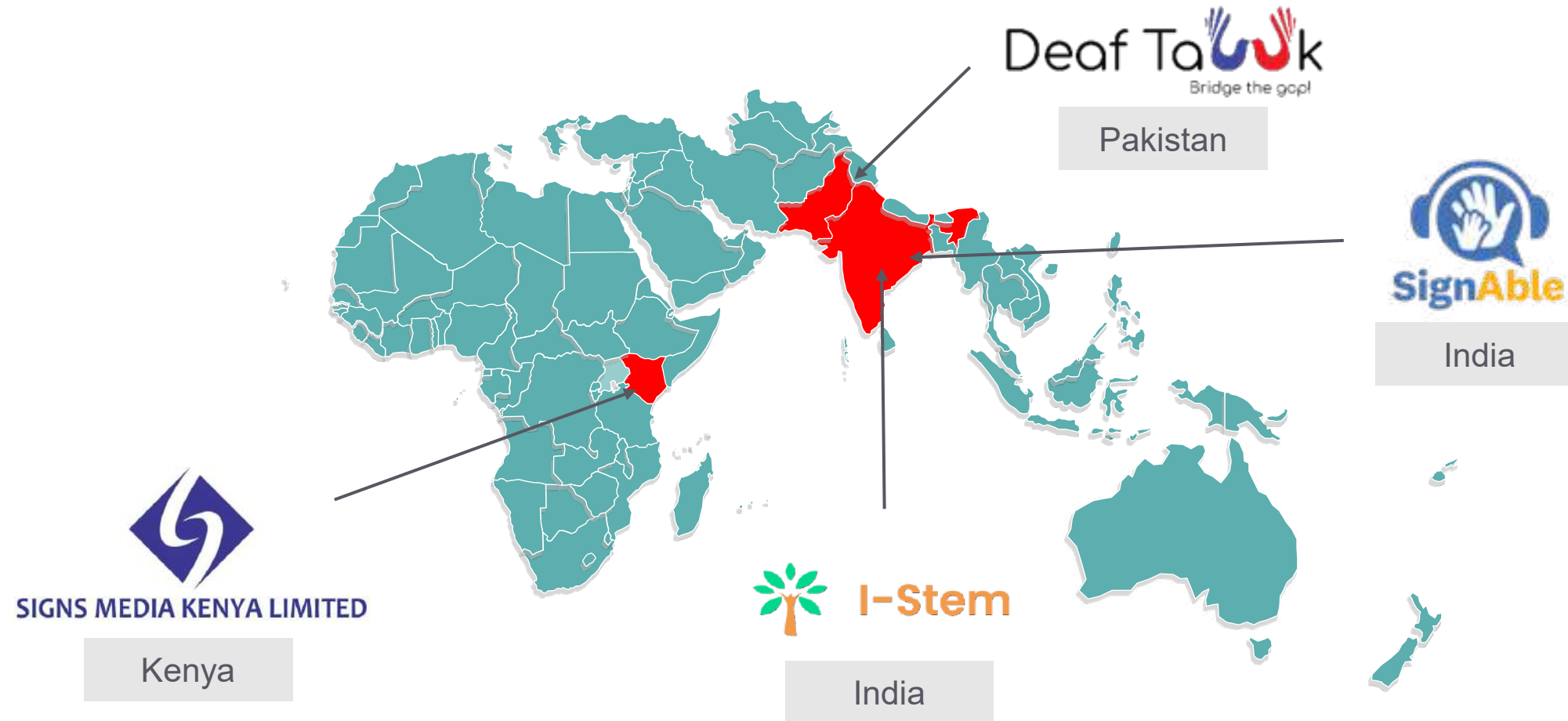




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# GSMA Innovation Fund for Assistive Tech Grantees





# A growing selection of digital assistive technologies

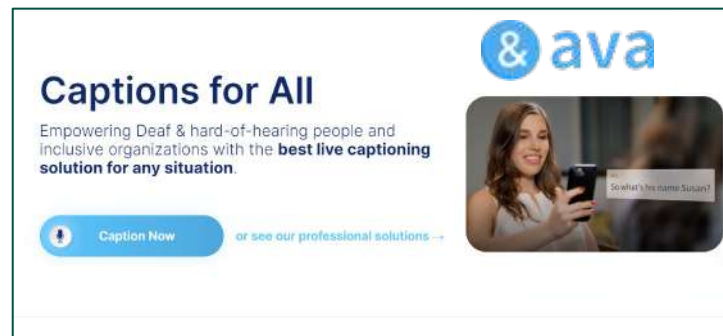


**Bringing sight to blind and low-vision people**

Be My Eyes is a free app that connects blind and low-vision people with sighted volunteers and company representatives for visual assistance through a live video call.

Download for iOS   Download for Android

Call first available volunteer



**Captions for All**

Empowering Deaf & hard-of-hearing people and inclusive organizations with the **best live captioning solution for any situation.**

Caption Now   or see our professional solutions -->



Synchronous, in-vision, sign language translations on any webpage for any deaf sign language user

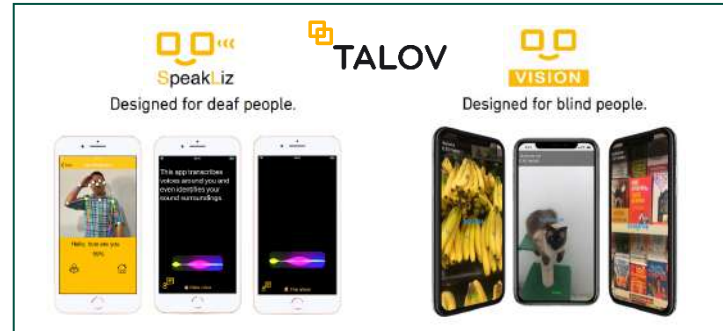
**Signly**

Hover over text and click play to view sign language



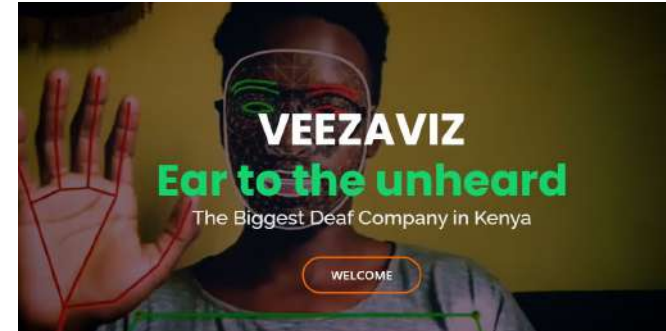
**RAY**  
Accessibility For All

תפריט ספרייה



**SpeakLiz**   **TALOV**   **VISION**

Designed for deaf people.   Designed for blind people.



**VEEZAVIZ**  
**Ear to the unheard**  
The Biggest Deaf Company in Kenya

WELCOME

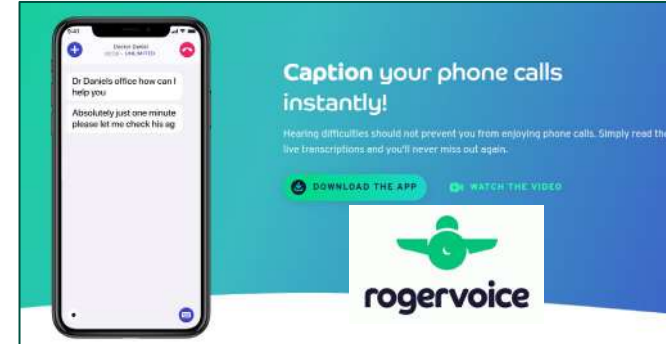


**SignLab**  
Making sign language accessible for everyone



A Personal Hub for Visually Impaired People  
Mobility Tracking  
Indoor Navigation  
Smart City Integration

**WeWALK**



**rogervoice**

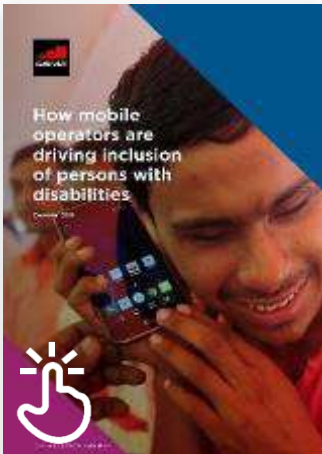
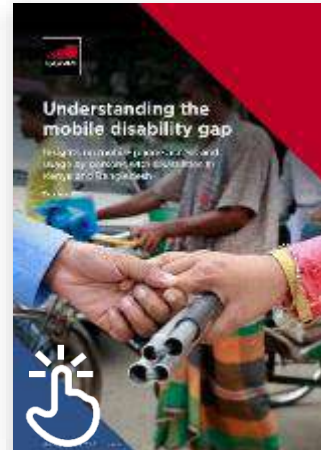
Caption your phone calls instantly!

Hearing difficulties should not prevent you from enjoying phone calls. Simply read the live transcriptions and you'll never miss out again.

DOWNLOAD THE APP   WATCH THE VIDEO

# Here are some GSMA resources we hope you'll find useful

## Publications



## Videos







# Thank you

This initiative has been funded by UK aid from the UK government and is supported by the GSMA and its members.



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## Contact us

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