Policy for the Information and Communication Accessibility in JAPAN

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Digital Divide for the elderly

Internet usage rates by age group

Source: Communication Usage Trend Summary 2006
Japan is Aging Society

Two in five persons will be 65 years or older in 2050.

Basic Concept of u-Japan

u-Japan (Ubiquitous Net Japan)

Ubiquitous
Connects everyone and everything
- An easy-to-use network anytime, anywhere, with anything and for anyone.
  - ICT will be everywhere in daily life for a user-friendly society
- Person2Person plus Person2Goods, and Goods2Goods
  - In every aspect, communication will take the more important role in society

Universal
User-friendly
- Gentle with people
  - Can be used by anyone without thinking of the equipment or network
  - The aged and disabled will be able to participate in society with ICT
- Interaction
  - A heart to heart interaction overcoming barriers between generations and localities to create togetherness

User-oriented
From the user’s point of view
- Close to the user
  - For a society that is user-orientated than a society where objects are given by the supplier
  - Developing technologies and services that are connected to our needs

Unique
Be something special
- Create individual energy
  - A new society where your dreams come true
- Vitalize the society
  - Create new social systems and business services
  - Get out from the norm and realize local revitalization with creativity

4U = For You

u-Japan is the next generation ICT society from 2010
Relevant policy measures of MIC for elderly and persons with disabilities

Universal Design Approach

- Establishing an environment in which everyone including elderly and persons with disabilities can use ICT.
  - Improvement of ICT accessibility
  - Improvement of accessibility to broadcasting programs

Individualized Design Approach

- Establishing an environment that removes the ICT barrier that impedes elderly and persons with disabilities.
  - Promotion of development of communications and broadcast equipments and services to meet individual needs
  - Promotion of supports to meet individual needs
1. **Subsidies for R&D to improve communications and broadcast services for elderly and persons with disabilities**

   - NICT※1 subsidies for R&D to improve communications and broadcast services for elderly and persons with disabilities

2. **Subsidies for promotion of the development and provision of communications and broadcast services for people with physical disabilities**

   - Subsidies through NICT for promotion of the development and provision of communications and broadcast services for people with physical disabilities.
   - The subsidies are enforced by law: “Law Concerning Promotion of Project for Facilitation of Use of Telecommunications by People with Disabilities Contributing to Improved Convenience of People with Disabilities (Law No. 54 of 1993)“

※1 NICT: National Institute of Information and Communications Technology
Efforts toward Improvement of information accessibility

○ Web accessibility

➢ To promote the use of elderly and persons with disabilities of public websites, MIC made the “Operational models to improve accessibility of local government websites” in Dec. 2005.

Operational models to improve accessibility of local government websites (Dec. 2005)

➢ practical schemes, procedures and manuals for maintaining and improving actual web accessibility (e.g. accessibility check sheets, planning manuals)

➢ Efforts to encourage local governments to actively use the operational models by holding of seminars, etc.

○ Telecommunications equipment and services accessibility

➢ To promote the accessibility of telecommunications equipment and services, MIC supports the development and promotion of the guidelines to improve accessibility of telecommunications equipment and services to international standardization.

Principles of Accessibility of Telecommunications equipment for Persons with Disabilities (MPT※1)  
- Oct, 1998

Telecommunications accessibility Guidelines (Info-Communication Access Council)  
- May, 2004

National standardization (JIS X8341-4)  
- Oct, 2005

International standardization (ITU-T※2 recommendation F.790)  
- Jan. 2007

※1 MPT=Ministry of Posts and Telecommunication
※2 ITU-T: International Telecommunication Union (ITU) - Telecommunication Standardization Sector.
To enhance telecommunications accessibility not only domestically but also internationally, MIC has supported ITU-T’s developing Recommendation of telecommunications accessibility guidelines.

ITU-T toward the recommendation of Telecommunications Accessibility Guidelines

- Info-Communication Access Council hold a committee for deliberating telecommunications accessibility.
  ※Chair = Professor Mitsuji Matsumoto (Graduate School of Waseda University)

**Proposal for telecommunications accessibility guidelines (Nov. 2004)**

- The discussion based on the proposal submitted by Japan. (from Nov. 2004 to Nov. 2006)

**International Standard**


Positive support of MIC
Our Goals

Aim

- The realization of the “anytime, anywhere, with anything and for anyone” future ubiquitous society
- The realization of a society that everyone can participate by using ICT without regard for age or disability

Issue

To promote social participation of older persons and persons with disabilities, it is important to understand that not only taking measures for elderly and persons with disabilities by the government but also approaches of the entire Japanese society are essential.
Thank you for your listening.