Accessibility, Innovation and Sustainability at AT&T

A G3ict White Paper Documenting How Mobile Service Providers Can Serve Persons with Disabilities and Seniors

Mobile phone accessibility and assistive applications for persons with disabilities are of the utmost importance to countries worldwide. However, while technology is available to make mobile equipment and services accessible, promoting usage among those who will benefit most remains a complex endeavor.

To promote the business practices required to provide accessible and assistive mobile equipment and services to persons with disabilities, G3ict reviewed AT&T’s internal R&D and business processes.

This survey shows that the ability of a service provider to deliver effective solutions for persons with disabilities is highly dependent upon:

- culture of inclusion
- commitment to innovation and Universal Design
- dedicated marketing, sales and services resources

The G3ict White Paper also shows that AT&T’s inclusion of persons with disabilities in its internal processes has played a critical role in its ability to make its products and services accessible and to gather input for continuous improvements and new solutions.

The G3ict White Paper on AT&T’s experience in promoting accessibility of mobile equipment and services covers:

- the business case for accessible mobile services
- how Universal Design is implemented across its organization
- the role of inclusive practices within the company
- how innovation is leveraged to develop
- the importance services dedicated to persons with disabilities and seniors

Its conclusion includes consideration related to the evolving role of service providers in the context of new mobile technologies and the emergence of a strong application developer’s ecosystem.

The G3ict White Paper is available at: www.g3ict.org and www.att.com/csr in accessible PDF format, DAISY format as well as Braille files.