

➤ **Enhance Training PwD's:**

- Special / focused training children for special abilities
- Communications – create support programs like reverse mentoring and more role models and stories (and best practices)
- Virtual worlds could be a place where “extra training” happens. BUT prerequisite is to make sure that virtual worlds are accessible.
- Leverage flexible on-line tools for self help, community of support

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➤ **Enhance Communications, Awareness, Training and Education across society**

- In business, include awareness to accessibility issues as a metric for executive talent
- HR training particularly small and medium business
- Train developers on accessibility in their early school, university and professional training
- Find way to have seen as PwDs are innovation drivers
- It's the right thing to do argument vs. fix the business argument - do we need more lawsuits or more legislation supporting quotas
- Reduce cost of supporting PwD's thru development and use of open source SW tools
- Option to use virtual worlds to simulate disabilities for non-disabled users, such as designers...For example, allow users to “experience” the world as though they were blind, or deaf, or autistic. Include PwD's and accessibility in usability profession

3)

➤ **Leverage Technology Advances to improve inclusion and remove negative stereotyping**

- Virtual Self – agnostic of gender, race. It can level playing field. Can create a more inclusive environment.
- Communities can be extremely flexible - Note that employees can get support in these communities, 24X7. Let's people job share.
- Use social networks to create a unified voice / message
- Awareness, sensitivity, and education – exposure thru Reality TV, u-tube videos, etc.
- Get PwD's who are willing to share their experiences and situations – use social networks to do this if want to be anonymous
- Note how buyers are now sensitized to the “Fair Trade” stamp; need to create same affinity for accessibility.

4)

➤ **Turn Disability into an innovation driver and business advantage**

- Drive innovation by solving problems for the through the extreme user. Extract the value of PwD's
- Create communities (using social media) that are designed for groups with disabilities. Create focused communities around a particular disability and create

- champions. Then broaden to mainline communities. (Issue about segmenting the population is controversial...with specialized applications...concern that this is tantamount to “separate but equal.” (Facebook can be un-usable so use more appropriate tool – so generalize this statement and FIX Facebook!))
- Option of doing pilots for one of these groups, as test case; then broaden to larger population.(it is an opportunity to develop for EXTREME USERS, and then, better for anyone.)
  - Create more social awareness through Twitter, If individuals use “accessible version of Twitter” then mainstream Twitter will take notice
  - Focus on “globalization advantages” of accessible technology; for example, easier for Chinese speakers and English speakers to communicate sometimes through a text interface; so there are global advantages to multi-modal interfaces.
  - Sell (close the gap) social media for use as communities to PwD’s and solve the accesses and AT problems
  - Broaden and drive innovation through communities and contests to solve more problems

5)

- **Improve accessibility of MAINSTREAM collaboration technology and making those tools more accessible, inclusive, and robust**
  - Dive innovation and build accessibility support into the infrastructure, not one-off technologies or solutions
  - Address the general problem of AT’s lagging behind IT
  - On-line work environments and situations and people are potentially unique or different, but need to be solved in a universal way.
  - Address the fact that real-time multi-channel information can create a cognitive load issue.
  - Technology is evolving quickly; target needs to be generalized mechanism for accessible interfacing; not for a specific platform like “Facebook” since trends move and particular application doesn’t remain “hot.
  - Leverage open source technologies
  - Development tools themselves need to be accessible
  - PwD’s in design focus groups as the norm – make it easy for developers to recruit PwD’s on-line for example
  - Subsidize accessibility solutions through a new tariff (like a wireless surtax) to create a new funding stream to help support R&D funding from government grants
  - Convince employers that people can really work in virtual worlds (and telework)
  - Train/educate technology students, developers. Imbed accessibility training and knowledge into their processes and designs upfront. Educate virtual world users (content creators)
  - Leverage the fact that developing virtual communities is green; saves space.
  - Create a mixture and integration of virtual participation and physical participation
  - Create standards for VW platforms and technology
  - Educate employers on the potential of telework and VW’s

