



## **Green Digital Accessibility Conference Call for Papers**

Human activity has caused the Earth's temperature to soar and fundamentally change the world in which we live. Unprecedented levels of carbon dioxide, methane and nitrous oxide have led to extreme weather events, rising sea levels and biodiversity collapse.

This has forced all of us to reconsider how we live. While we are increasingly aware of the environmental cost of what we buy and consume, less attention is paid to the environmental impact of our gadgets and media habits. Today, media is ubiquitous, and consequently its impact on the environment is unavoidable. Still many people are surprised when they learn of the environmental cost of media. The British Academy of Film and Television Arts (BAFTA) estimates that the annual emissions from UK film production totals in excess of 149,000 tonnes of CO<sub>2</sub> (the equivalent of the total CO<sub>2</sub> output of a small village), while figures from Greenpeace suggests that Information and Communications Technologies (ICT) generate up to 3% of global carbon emissions (on par with air travel). It is estimated that by 2030, ICT electricity usage could contribute up to 23% of the globally released greenhouse gas emissions. Therefore, digital assets need to be labeled as any other energy consuming goods, towards understanding of the pollution generated by daily media consumption activities, such as storing pictures and videos, remote meetings, etc. Thus, the media industry also needs to be aware of their input to global warming, where transparency in the information is one of the most powerful arms, including establishment of a EU system to measure and label CO<sub>2</sub> emission.

Despite the fact that the field of media accessibility is increasingly technologically focused, the topic of sustainability has not yet received any attention in the field. Media accessibility invariably adds layers of alternative communication services towards fulfilling the United Nations Conventions on the Rights of Persons with Disabilities (UNCRPD). Accessibility requirements, such as subtitles, audio description, or sign language interpreting require more energy and consequently increase the carbon footprint of media. Nevertheless, the extent of the environmental impact of these access services has not been fully acknowledged. The environmental cost of media

accessibility is therefore a topic that demands further investigation. The main objective of the conference is to generate discussion and move research on green issues forward. Therefore, we would encourage those inside and outside the field of media accessibility to participate. We seek novel ideas and further research directions that bridge the gap between media accessibility and sustainability. Possible topics include but are limited to:

- **Access services / production process:** What is the environmental impact of media accessibility?; What are the gaps in knowledge in the field of media accessibility on green issues?; Are media accessibility and sustainability mutually exclusive? Can we be both accessible and sustainable? How?; How to produce, consume and procure eco-friendly accessibility services?; What can media accessibility experts and end-users do to reduce their carbon footprint?
- **Accessibility and sustainable UX:** What is the relation between accessibility and sustainable experience design? How green digital accessibility may couple functional approaches on usability and digital product attractiveness and hedonic qualities? Is Sustainable UX able to meet and to inform the establishment of a green digital accessibility framework at the same time?
- **Methodology and frameworks:** How do we quantify the environmental impact of media accessibility? ; Can we borrow methodological frameworks from other fields, such as climate and environmental studies, to measure the environmental impact of media accessibility?
- **Education:** Are there any examples of green educational models? How has teaching responded to the environmental crisis? Are green education programs and opportunities also inclusive and accessible? Which frameworks can be proposed for matching both environmental competences and inclusive learning experiences?
- **Standards and ethics:** Are there any green standards in accessibility? ; What are green standards?; How can we promote green standards for accessibility?; Work ethics; Are there any examples of best practice in helping to reduce the carbon digital footprint of media accessibility?
- **The role of technology:** Are there any examples of innovative use of accessible technology to raise awareness of green issues? ; Eco rating ICT tools.
- **Social issues:** Social justice and activism; Circular economy; Human rights and the sustainable supply chain; Green revenues and monitoring; Green accessible communication; Sustainability at systemic level: cognitive, social and societal sustainability of digital experiences.
- **Equity, diversity and inclusion in citizen engagement:** Does digital accessibility widen active participation of minorities? Does inclusive design foster engagement with vulnerable groups?

### **Abstract submission**

Submissions are welcome in the following two formats:

1. Proposals for 15-minute oral presentation: 300 words (+ references)
2. Proposals for poster presentation: 300 words (+ references)

A brief biography of the author(s) and a photograph will also be required (150 words). Abstracts will be peer-reviewed.

Deadline: 1 June 2022.

Notification of acceptance or rejection: 15 July 2022.

**Submission of abstracts is now closed.**