- Sure, I'm Stuart Seaborn, I'm director of litigation at Disability Rights Advocates, we're a nonprofit legal center based in Berkeley, California, we have an officer in New York, but we were based in the states. I really came here to participate in the carrots and sticks presentation. We do quite a bit of litigation in the states. Our model is really based on a private right of action that provides for enforcement through the courts. We have less enforcement through the government. And I wanted to learn the carrots, in terms of what speaking offered to businesses and covered entities in terms of how to comply without that threat of litigation. I think you need both, but I was very curious to hear from the other panelists to hear about what was being offered that works.

- [Interviewer] And you had some suggestions yourself about how leaders can embed accessibility awareness within the organization. Could you explain your suggestions?

- Sure, in our experience dealing with companies and covered entities both before litigation and after the fact, those who've had persons with disabilities whether it's vision impairments or other disabilities, in positions of leadership and decision-making positions, often have a better understanding, the conversation is much more smooth in terms of what the fix is, how to monitor it, etc. Whether to build in accessibility at the design stage, how to keep programs in places like with web design, or app design so that as the web functions and app functions are updated, there's the flexibility to build accessibility instead of having to create new solutions from scratch every time. When we've had companies and covered entities that have people with disabilities in those decision-making positions, the conversation flows much better, we can actually step out of the room, let our constituents speak directly to those involved, you take the lawyers out of the picture, things work much more smoothly. When they don't, when it's more of a "can I check the box for compliance", it becomes a much more difficult conversation, the negotiations take longer, we often end up in litigation.

- [Interviewer] So doing things sooner rather than later helps everybody.

- Yeah in terms of a proactive approach having companies provide inclusion as part of their business model. That certainly, not only attracts the disability market, but makes things like working with advocates a much smoother process overall. So it's something we've seen in our work, but also we would recommend. Whether there are some ways to make that a carrot, offering maybe through regulation, offering incentives to companies to offer inclusion, that's something we've be willing to explore.

- [Interviewer] Okay and what key things have you learned so far from the event or what do you expect or hope to learn from the rest of Techshare Pro?

- Oh there is a ton of information, I feel like I'm a sponge here. I feel like as a litigator, I'm often focused on what the problem is, catching problems after they've happened and then having a solution that takes a few years to get it done in the courts. Learning what's happening proactively, both from companies, but also from advocates and regulators has been wonderful. I was particularly intrigued by what's happening in Norway where regulators are actually going out and doing inspections, publishing the results of inspections and then when companies don't comply, having a window for them to fix it, and if they don't fix it within that window, having the ability to fine on a daily basis, I think that would certainly make a lot of companies wake up.