

TechShare Pro 2024

[Speaker 1] We're at the House of Lords today for the opening of TechShare Pro 2024. We're bringing together some of the finest minds in digital accessibility and disability inclusion from around the world.

[Speaker 2] It's just a complete no brainer for me to try and think about your brand as inclusive, so that the maximum number of people like it, and the maximum number of people can use it.

[Speaker 3] We do not believe that differences should be a barrier to success. And the more things we share and the better that we adapt as a collective, then the greater our impact will be for society.

[Speaker 4] HSBC I think, is a great example and has recognised the business benefits of making these changes. That, I think can inspire others.

There are models in business here for us in government. And equally, I think there are things that businesses can learn from what we're doing.

[Speaker 5] We've seen the evolution from our first year, where we talked mainly about accessibility as a technical problem, into a whole business environment, and bringing in new people who haven't thought about accessibility before.

[Speaker 6] I think getting together as a community is really important. I think, making connections, hearing great work that's happening and just having moments that you can be inspired.

[Speaker 7] I think that's the great thing about TechShare Pro. Everybody comes here and they are freely sharing information. It's not competitive.

[Speaker 8] You know, we're 1 in 4 in the UK. We've got money to spend. In fact, the disposable income that disabled people have is valued at £274 billion to the UK economy.

[Speaker 9] Nobody actually wants to get it wrong, but we don't know what we don't know. So it's only by involving people with the widest possible lived experience that we can identify and design out barriers right from the start.

[Speaker 10] I mean, technology has been life changing for me. I have a cochlear implant. I've had that on my whole life. It's honestly given me the best life possible.

[Speaker 11] Before banking was accessible to me as a blind person, I would get a paper statement in the post. I'd have to knock on a neighbour's door to ask them 'How much money do I have in my bank?'

[Speaker 12] Digital accessibility makes really good business sense. I went around looking for a mortgage a couple of years ago, and because HSBC have prioritised accessibility and digital inclusion, I was able to take out that mortgage, to check my payments...

I'm a happy customer. I would have literally had to take my custom elsewhere.

[Speaker 1] But of course, it's not just about the commercial opportunity. It's also about the talent pool.

Programmes like our apprenticeship programme have brought in some of the best talent that may not have otherwise considered HSBC as a place to work.

[Speaker 14] I found that I had a passion for coding. Through this opportunity at HSBC, the coding that I'm doing is so much more stronger because I know that it will work for a wide audience.

[Speaker 15] You build awareness, you build the empathy. But then at a certain point you've got to move from that to actual action.

[Speaker 16] If you want to go fast, go alone. If you want to go far, go together. Make sure you get all of your organisation to actually do the accessibility work, right.

[Speaker 1] If other brands and other banks aren't going to bank these customers, we'll welcome them in.

And we're going to facilitate that engagement by building digitally accessible products, services and platforms.