

Mainstreaming Gender Data, mobility patterns and Inclusive Digital solutions (DMs-DDS)



Madrid. 22.10.2020

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cambiaMO | changing MObility

Mainstreaming Gender Data

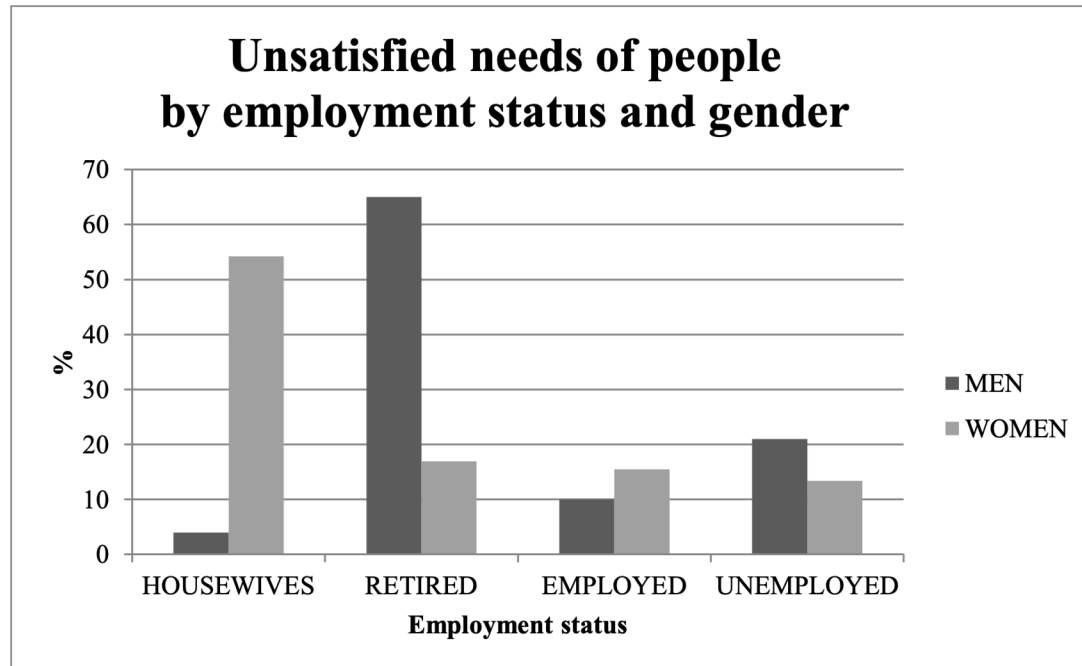
- Gender bias occurs because stereotypes about gender—for example, that **women are caregivers rather than commuters**—become implicit in the data collection methods.
- The photo at right depicts a **woman traveling with a child strapped to her back**. If researcher or planner do not capture her traveling while caregiving, this type of mobility data would never get collected.



SHEILA MITRA-SARKAR AND
FLORIDEA DI CIOMMO, MAINSTREAMING GENDER DATA COLLECTION
<http://onlinepubs.trb.org/onlinepubs/trnews/trnews321Data.pdf>

Mobility of Women: mismatch between women needs and transport system

- **Unsatisfied by gender:** housewives who are, by definition, the care-giving group of population, are the most affected, as well as employed women who suffer from time poverty





- **Methodology**: identification of unmet travel needs through travel time threshold and level of satisfaction
- **Social poverty** and **transport poverty**: two different poverties with different solutions
- **Mobility solutions** for different transport poverty contexts

- Gender and cultural background strongly affect mobility, since female mobility has different characteristics, patterns, and behaviors.

- INDIMO European project provides a Universal Digital Manual of digital interfaces and tools taking into consideration socially vulnerable- to-exclusion people needs.

- 5 pilots where evaluating inclusiveness, accessibility and gender perspective of today Digital Mobility Solutions.

INDIMO Pilots within Community of Practices

- Galilee pilot and app aim, deployed by Technion:
 - to improve digital mobility services for Arab women, taking into consideration their specific cultural and gender restrains.
 - to expand their mobility widen their academic, employment and lifestyle opportunities.

Photo/Image/Video

سَفَرَكُنْ
Safarcon

مرحباً بك في تطبيق "سفركن"
لمشاركة السجريات. التطبيق معد
لتنسيق سفريات وتوصيل أغراض.
بإمكانك استخدام التطبيق للانضمام
لسفرة في نفس مسارك أو لتعرض
للانضمام إليك.

إضغط هنا

لا تظهر مرة أخرى

* تكلفة السفرة معدة لتغطية التكاليف فقط، وليس
لتحصيل ربح

← سَفَرَكُنْ

إضافة طلب توصيل

نوع التوصيل: ☒ توصيل أشخاص ☒ توصيل أغراض

حيفا

شارع : مركز

الناصرة

شارع : مركز

اختر تاريخ السفر

February 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

14:40 الساعة

31 المسافة (كم)

اقتراح السعر

السعر الأقصى بموجب تنظيم وزارة المواصلات

ركاب واحد	ركابين	ثلاثة	أربعة
12.4\$	15.5\$	20.67\$	31.0\$

مبلغ الدفع

22 ديسمبر

الناصرة

دوار البيج مقابل حلويات المختار
الساعة 5:00 صباحاً

حيفا

مفرق الباجور
الساعة 7:21 صباحاً

مطلبى اسماعيل
3.8/5

35 ديسمبر

طهره

الشارع الرئيسي
الساعة 12:50

حيفا

التخزين المحطة الاولى
الساعة 15:00

فايل اسماعيل
3.8/5

50 ديسمبر

الناصرة

دوار البيج مقابل حلويات المختار
الساعة 5 صباحاً

17

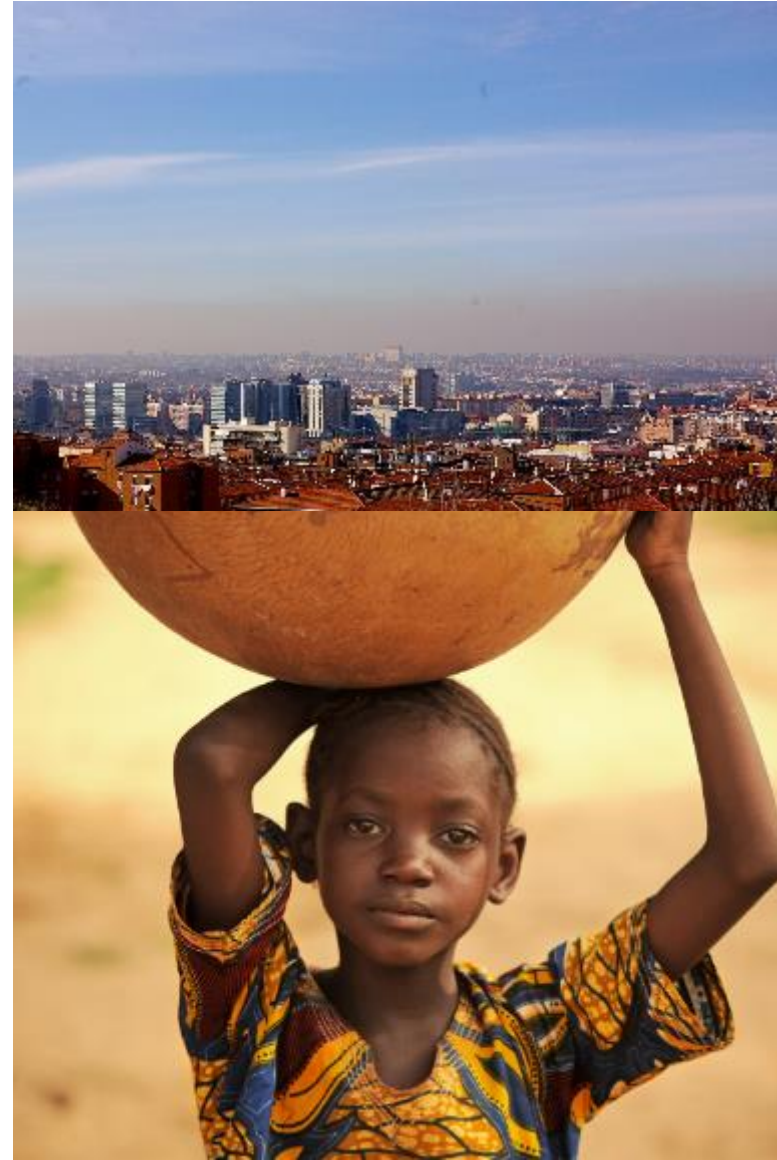
INDIMO Pilots within Community of Practices

1. Berlin Pilot deployed by door-to door aims:
 - serve women migrants and low-income that are care-takers of children.
 - take place in the district of Marzahn-Hellersdorf because it has one of the highest percentages of families per household in Berlin and the care-givers mobility is quite problematic.



- 3 considerations on digitalization:
 1. Digitalization: more women for what?
 2. Data administration
 3. More positions related with caring
- But...

How empowering young women for transport digitalized decision job positions?



Gender, Transport, Human Rights and Climate Change: 5 recommendations

1. **Incorporate women** into the planning process
2. Designing complete **streets** for walking, facilitating cycling, intermediate modes, and green, weather-resistant public transport.
3. **Develop whole communities** by ensuring that land use and transport are well integrated
4. Provide **inclusive transport services** that meet the diverse needs of travel beyond business travel
5. **Enabling** progress in funding, education and outreach for inclusive sustainable mobility



COP25: the adoption of the 5-year Gender Action Plan

https://unfccc.int/sites/default/files/resource/COP_item13_gender.pdf



Thanks

contact

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cambiaMO | *changing MObility*

Research and innovation for transforming mobility