

Expanding the Boundaries of Smart Mobility

Multistakeholder Forum

22nd October 2020

Andrée Woodcock

PI of TInnGO



Transport
Innovation
Gender
Observatory



This project received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 824349

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Welcome and Hello from TinnGO



Programme

- Brief introduction to project and why we are here
- 9.15 -10.05: The Gender Smart Mobility Roadmap
- 10.05 -10.20: **Tanu Uteng**: Keynote presentation: Building imagination and possibilities of 'gendering' smart mobilities
- 10.20 - 11.00: Creating a paradigm shift in employment in the Transport Business Ecosystem
- 11.00 - 11.45: Creating a paradigm shift in the educational sector and research and innovation
- **11.45 - 12.00: Comfort break**
- 12.00 - 12.20: **Karen Lucas**: Keynote presentation: Intersectional approaches to understanding mobility
- 12:20 – 13.45: Intersectional approaches to understanding mobility
- 13.45 - 14.20: Stakeholders' reflections on gender and diversity smart mobility
- 14.20 - 15.10: The way ahead
- **15:10 : Wrap up**



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What is TInnGO?

Why now?

Andree Woodcock,
PI of TInnGO

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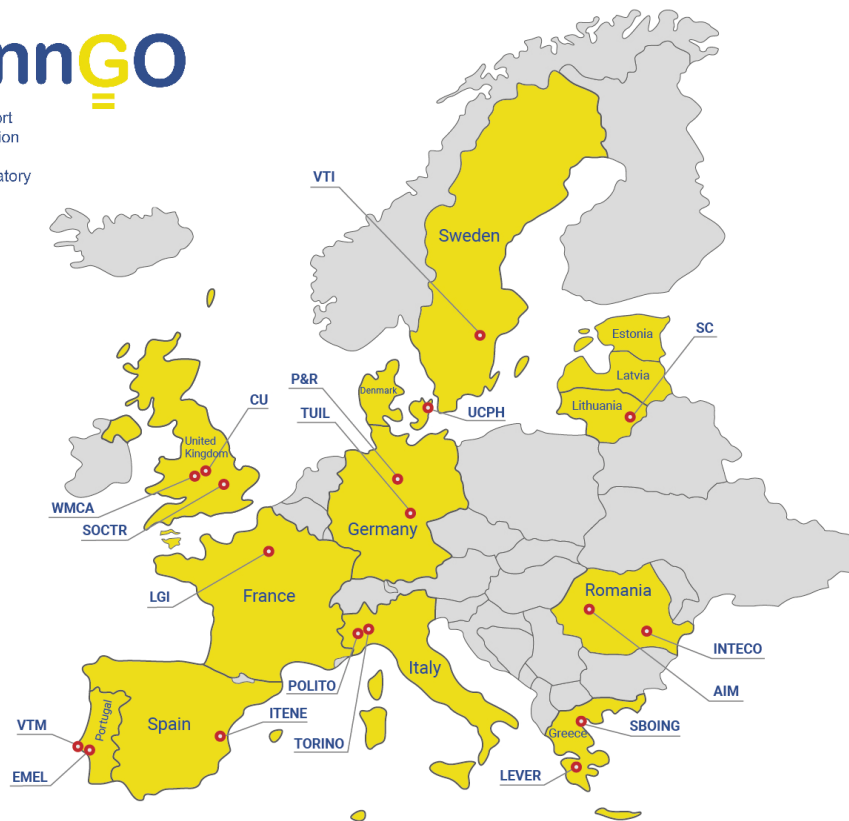
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Geographic distribution and the team

COVENTRY UNIVERSITY	United Kingdom
KOBENHAVNS UNIVERSITET	Denmark
VTM-CONSULTORES EM ENGENHARIA E PLANEAMENTO LDA	Portugal
F. K. LIOTOPOULOS KAI SIA EE	Greece
INTERACTIONS LIMITED	Ireland
Integral Consulting R&D	Romania
SMART CONTINENT LT UAB	Lithuania
TECHNISCHE UNIVERSITAET ILMENAU	Germany
LEVER S.A. DEVELOPMENT CONSULTANTS	Greece
INSTITUTO TECNOLOGICO DEL EMBALAJE, TRANSPORTE Y LOGISTICA	Spain
SOCIETAL TRAVEL CIC	United Kingdom
POLITECNICO DI TORINO	Italy
LGI CONSULTING	France
SIGNOSIS SPRL	Belgium
STATENS VAG- OCH TRANSPORTFORSKNINGSINSTITUT	Sweden
KRAUSE JULIANE KLARA AUGUSTE	Germany
MUNICIPALITY OF ALBA IULIA	Romania
EMEL - EMPRESA PUBLICA MUNICIPAL DE ESTACIONAMENTO DE LISBOA, E.E.M.	Portugal
COMUNE DI TORINO	Italy
WEST MIDLANDS COMBINED AUTHORITY	United Kingdom

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Aim

To create long term and sustainable change in transport, in particular the smart mobility sector

intelligent transport
+
gender and diversity
mainstreaming = Smart Mobility



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Why?

- Smart mobility has shifted emphasis away from movement and vehicles to accessibility ; **transport is an enabler**
- Technology led approaches **lack wider vision of inclusion**
- Smart Mobility **replicating previous shortcomings** with respect to lack of gender and diversity
- Existing **GM tools** have not been widely adopted despite proven benefits
- Smart city agendas offer opportunity to create **more equitable societies**, offering higher quality of life. SM can be part of this
- **Seizing the moment**



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How?

New approaches and methods



In targeted SM areas: mobility, education,
employment and dissemination

Creating impact in terms of new
knowledge and business practices

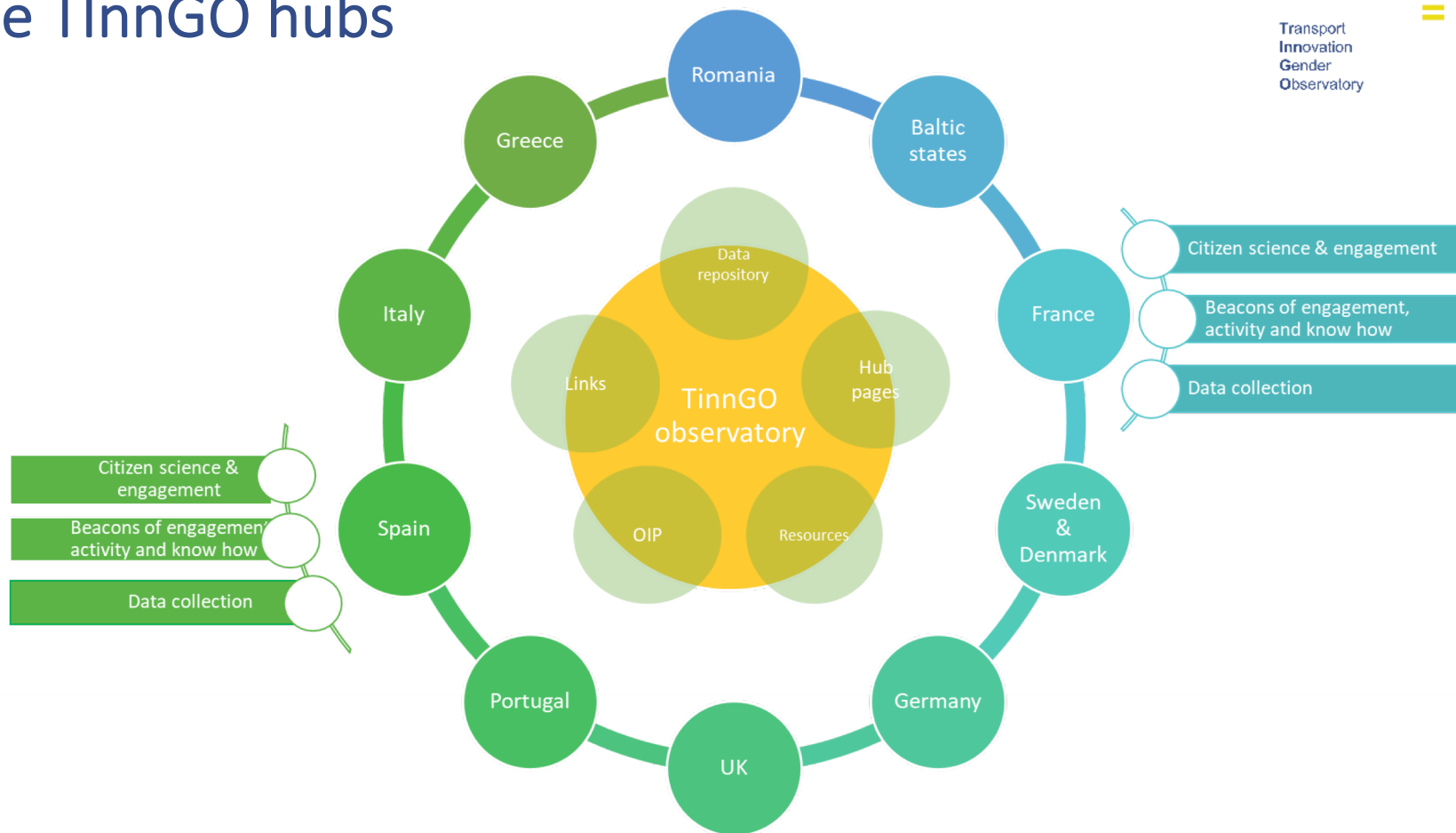
Leading to impact at local, national
and international levels



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The TinnGO hubs





The UK Hub

examines specific transport needs of different groups of women and performs gender impact assessments of new technologies and business models to assess their acceptance and non-discriminatory performance.



The German Hub

promotes participation culture as key element of the mobility planning process to precisely capture user needs and implementation potential. Additionally it explores and enhances the collection and evaluation of mobility data.



The Greek Hub

advances the engagement of local and regional stakeholders and raises awareness regarding gender related issues in smart mobility. The hub also promotes an enrichment of gender related statistics in national and regional context.



The Romanian Hub

develops programs, mentorships and a network of female entrepreneurs/leaders in Smart Mobility to provide cogent case studies to counteract the gender problems in the field of employment, entrepreneurship and education.



The Portuguese Hub

analyses information to find transport patterns to develop evidence-based, gender-sensitive policies. It promotes accessible, safe and secure mobility and a non-discriminatory participation of women in transport.



The Swedish/ Danish Hub

analyzes, explores and develops different aspects of smart biking in order to establish smart biking as a part of a convenient, sustainable and accessible mobility system for all citizens.



The French Hub

focuses on the analysis of new forms of mobility involving the use of private and public cars instead of public transport and deepens the study of economic and socio-cultural constraints. The hub also addresses safety on shared vehicles.



The Lithuania - Latvia - Estonia Hub

finds out measures to ensure gender equality in employment in the future transport system by identifying any possible employment barriers and reasons why women rarely choose STEM studies in Smart Mobility and transport.



The Spanish Hub

improves the situation of women with regard to transport services, increasing their safety and security and enhancing their working opportunities. Therefore it analyses women's mobility patterns and their working conditions.



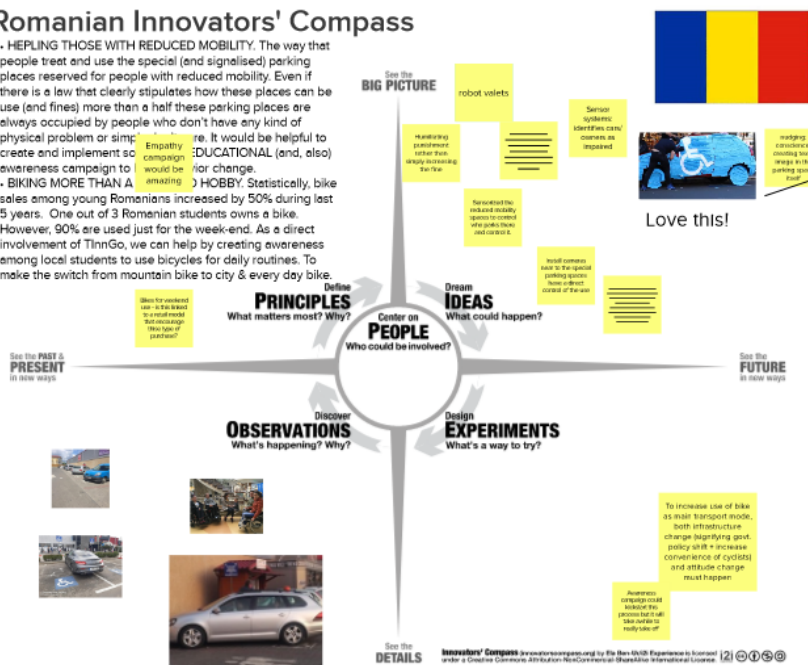
The Italian Hub

focuses on specific activities related to the interest and use of shared modes (e.g. car sharing) and their potential in implementing a gender neutral transport system both in terms of usability and opportunities.

Snapshots from initial design sessions

Romanian Innovators' Compass

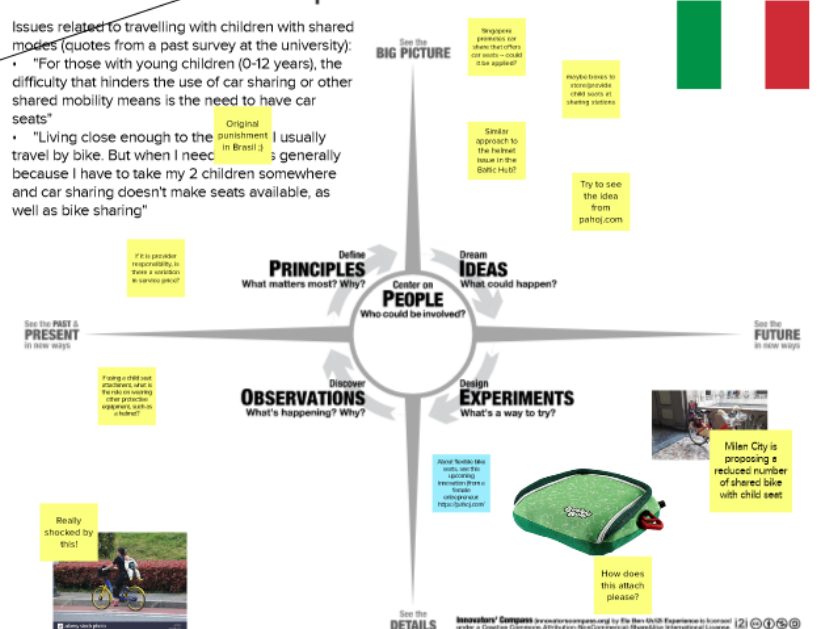
- **HELPING THOSE WITH REDUCED MOBILITY.** The way that people treat and use the special (and signalled) parking places reserved for people with reduced mobility. Even if there is a law that clearly stipulates how these places can be used (and fines) more than a half these parking places are always occupied by people who don't have any kind of physical problem or simple disability. It would be helpful to create and implement an awareness campaign to change.
- **BIKING MORE THAN A HOBBY.** Statistically, bike sales among young Romanians increased by 50% during last 5 years. One out of 3 Romanian students owns a bike. However, 90% are used just for the week-end. As a direct involvement of TinnGo, we can help by creating awareness among local students to use bicycles for daily routines. To make the switch from mountain bike to city & every day bike.



Italian Innovators' Compass

Issues related to travelling with children with shared modes (quotes from a past survey at the university):

- "For those with young children (0-12 years), the difficulty that hinders the use of car sharing or other shared mobility means is the need to have car seats"
- "Living close enough to the school, I usually travel by bike. But when I need to go somewhere because I have to take my 2 children somewhere and car sharing doesn't make seats available, as well as bike sharing"



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‘the whole is not the same as the sum of its parts’

TInnGO’s approach allows us

- to look at many aspects of gender and diversity inequality in transport,
 - in different countries
 - from different perspectives
- to provide guidelines, data and methods for change
 - at a Pan European, local and sectorial levels
- Engage more people in conversations about cities
 - Co-create designs to raise awareness of Smart Mobility and emphasize that their voice matters

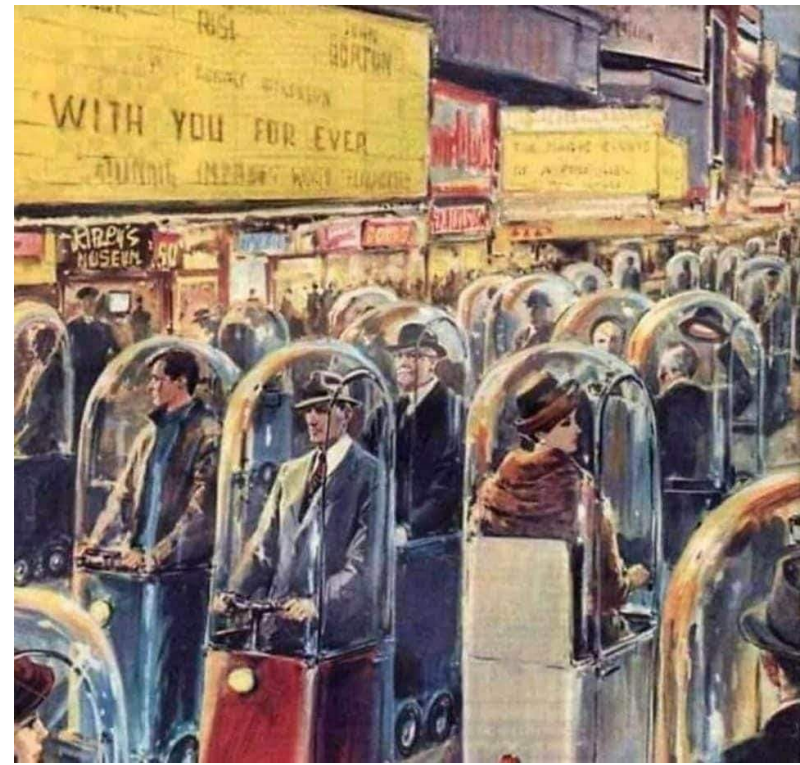


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Expectations and takeaways

- Share the work of @18 months of key researchers and TInnGo partners
- Introduce different approaches being developed in TInnGO to develop a wider view of gender and transport
- Explore the role of transport in contributing to social exclusion
- Discuss the next steps in creating a paradigm shift in transport



Walter Molino, (1962): LIFE IN 2022

https://www.reddit.com/r/RetroFuturism/comments/5aw32u/retro_future_city_amazing_concepts_about_future/



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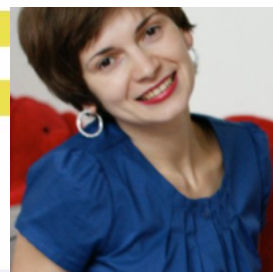
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Opening statement

Anca Pasca,
EC TInnGO Project Officer in INEA

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