

# Interventions to increase diversity of women in Transport by Bicycle

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**Creating a paradigm shift in the transport educational sector, and research and innovation**

# Case: Red Cross Denmark

Integration of **refugees and immigrants** via the activity **Learn to ride a bicycle/ bike training.**

DK in general:

- To bike is relatively secure and fast in most cities – and is it for free to get around.
- Bikes can be taken into a lot of public transport (subways, busses, etc.)
- In many jobs it's relevant or mandatory to be able to bike.
- Many refugees and immigrants can't bike.

Red Cross & Danish Refugee Council have bike training in some refugee centers and cities.

Case example: City of Ishøj – a suburb of Copenhagen (photo by Natasha Carstens)



# Red Cross Ishøj Bike Training

All women are welcome

Target group: Immigrant women

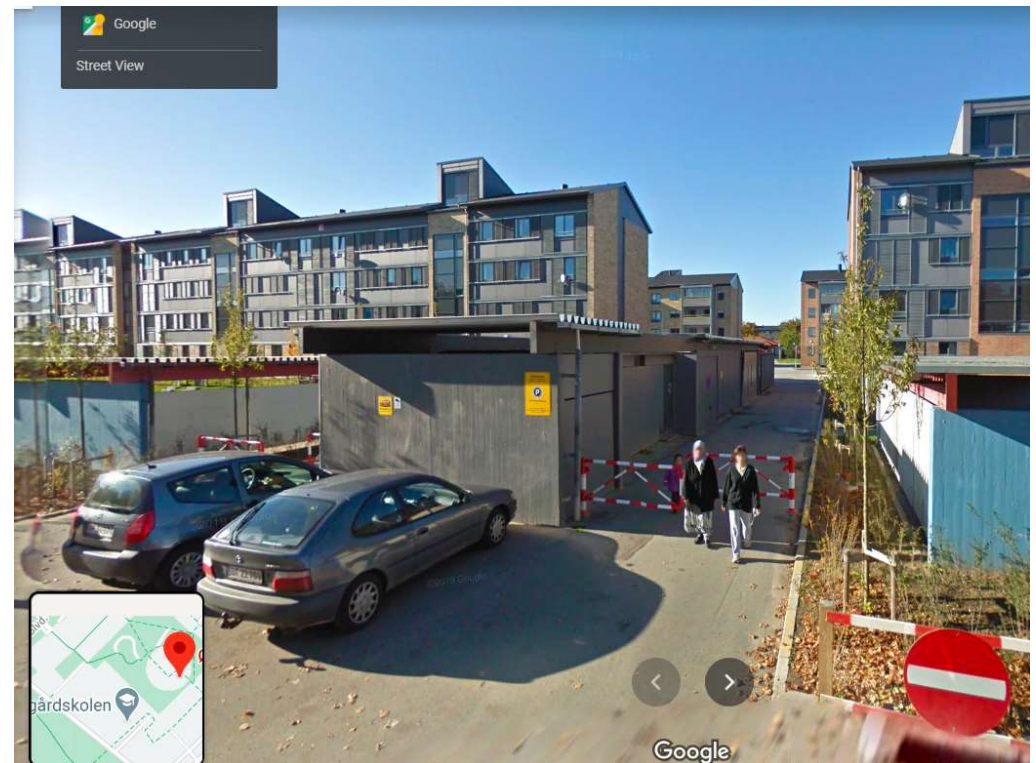
Training: 1 hour every sunday.

Trainers are volunteers, also the Activity leader (Natasha Carstens).

Financing: Red Cross buy cheap bikes, helmets, etc.

About 20 women learned to bike in 2018-2020.

Photo of the training surroundings - where many participants live.





## Why the participants want to learn to bike?

Interviews by Post. Doc. Michala Hvidt Breengaard (TInnGO):

- To go to work, shopping, friends, family & leisure.

Motivation to keep on training:

- Practical education
- Borrow bike between trainings
- Average 10 trainings to graduate
- Graduation Diploma (photo by Natasha Carstens)





# Education

*Participants many aged +40 and never biked before...*

- 1. Physical:** Balance, "new" muscles, fit to bike.
- 2. Psychological:** Believe yourself, dare, safe & secure.
- 3. Danish Traffic Rules,** eg. Stop = Left hand up + look back.

## Trainers (teachers):

- **Role Models** – Show how to bike and follow rules
- Create social & helpful **atmosphere**, praise & cheer
- Overcome differences in languages, humans and cultural backgrounds of several nationalities.



Can bike training of immigrant women be a successful intervention to increase diversity in transport?

- As “private” mobility, incl. go to work:

**Yes** – More freedom, flexibility, health, cheap  
- and sometimes faster transport.

- As mobility at work places (bikes in transport sectors & others):

**Yes.** In more and more jobs bikes are used.

Mandatory to bike – example:

- *Certificated health care worker* (Danish: SoSu assistent). By entering the education at the Social and Health care training programme.

*Photo: Health care workers, by Niels Åge Skovbo.*





# Innovation of jobs with transport - using bikes (exempel 1-2)

- Mail delivery (normal or electric bike). Photo by Peter Phillips/Postnord

- Electric tree-wheeled cargo bikes for delivering boxes. Photo by Henrik Petit/Postnord.



# Innovation of jobs - using bikes (exempel 3-4)

- FedEx *Electric two-wheeled* delivery cargo bike. Photo by [www.kgebhardt.ca](http://www.kgebhardt.ca)

- Funeral coffin *three-wheeled cargo* bike. Photo by the Danish undertakers Bededamerne <https://www.bededamerne.dk/rustvogncyklen>





## Innovation of jobs – using bikes (example 5-6)

- **Volunteer (health care worker)** taking old/ non-bike riders on trips at *electric innovative "Rickshaw Cargo" bike*. Photo by the NGO Cycling Without Age <https://cyklingudenalder.dk/>

- **Daycare** to pick up children at their homes, on *electric cargo bike*. Photo by the Municipality of Odense <https://www.odense.dk/dagtilbud/dagplejen/dagpleje-vest/trilledagpleje>



# Thanks for your attention!

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