

GaDAP French Hub

TInnGO

Transport
Innovation
Gender
Observatory



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The French hub activities on GaDAP

Actors involved:

- Mobility agency of the City of Paris
- Micromobility and shared mobility operators: Velib', Lime, Dott, TIER, Uber, Zity (Bikesharing, kick-scooter sharing, car-sharing)

3 GaDAP workshops in 2020

- Gathering what has been done, what could be done, what could be improved
 - 5 focuses: Inclusivity, diversity, affordability, sustainability, efficiency
 - Examples of results: collaboration with NGOs, staff training, journey information sharing, reduced fares, focus groups with women

Individual discussions with shared Mobility operators

- Collecting specific challenges
- Identifying possible solutions



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Findings

- **Approach:** Workshops and several interviews with targeted organisations
- **Results:**
 - The implementation of actions is uneven among shared mobility providers
 - Several actions have been taken with the aim of enhancing diversity and improve the inclusion of target groups' needs.
 - Creating dedicated gender and diversity focus groups, (two/UBER, TIER)
 - Conducting surveys among female users, (UBER)
 - Unfolding awareness-raising campaigns, (UBER/ TIER/ Vélib')
 - Implementing training programmes for employees, (UBER/ TIER)
 - Adopting solidarity-based tariffs and subscriptions (unemployed, students, reintegration, etc.) (UBER/ Zity)
 - Integrating in-app harassment reporting links (UBER).



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Inclusion and Diversity

- Internal HR incentive policy
- Partnerships with feminist associations to work together on new practices
- Promoting the use of inclusive terms
- Promotion of diversity in marketing campaigns (photos, use cases...)
- Employee training
- Coordination with police and justice forces
- Communication campaign on the rejection of violence in the public space
- Sharing of best practices between platforms
- Psychological and legal support for victims of violence

Accessibility

- Free on-the-job training open to all
- Video tutorials accessible everywhere to learn the basics of use
- Work on technical solutions for the access of People with Reduced Mobility
- Online Tutorials
- Awareness and prevention videos for drivers and passengers
- Sharing the journey with family and friends
- Emergency button in the application in case of an incident
- PIN code for route unlocking
- Taking into account the needs of women drivers

Affordability

- Free rides with 3919
- Tariffs/solidarity-based subscriptions (unemployed, students, reintegration, etc.)
- Reimbursement for trips meeting certain criteria (e.g. emergency moves)

Efficiency and attractiveness

- Sharing feedback from users' experiences
- Flexibility and accessibility 24 hours a day
- Obtaining a label
- Signature of a charter of commitments
- Conducting user surveys



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Conclusions and recommendations

Work with operators on a one-to-one basis

in order to follow the implementation of the action plan

Work with local authorities to intervene in the development of public spaces

for better accessibility, particularly at night

e.g. better lighting, nearby parking, care areas

Work with local associations that are already active on issues

To support operators in adopting good practices

E.g. awareness-raising campaigns, team training on inclusiveness issues and the integration of harassment reporting options into applications

Broaden the collaboration between mobility stakeholders on issues of equal access

Highlight the importance of sharing good practices and jointly developing actions to reduce gender inequalities as well as ensure the diversity of service users.



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The way forward...

- **Coordination with other Hubs:**
 - Learn from the GaDAP of other hubs on how to implement more specific pilot experimentations;
 - Share knowledge and examples from TInnGO Project to local partners;
 - Need to get inspired by EU best practices
- **Concrete actions/pilots**
 - Work on more concrete/operational guidelines for policy-makers
 - Dissemination of TInnGO tools: planning guidelines; SUMP guidelines; best practices etc.



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