

TinnGO

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Innovation
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Spanish hub Workshop Transport and Gender

Services, safety & security and
employment

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R Report

D Demonstrator

W Websites, patent filing, etc.

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Abstract

The main objective of the document is to explain and highlight the principle conclusions obtained from the event and workshop carried out on 24th September in Valencia, organised by the Spanish TInnGO hub. Major players from the field of transport and logistics met in a workshop that focused on adapting transport services, safety, and employability from a gender perspective.

The objective of this workshop, which served to present the TInnGO project, was to gather information, and share the experiences and different points of view of logistics and transport industry professionals who are interested in promoting equality for women in this area.

The attendees participated in a debate in which ideas and opinions were exchanged. The main theme was the existing needs and challenges that transport has to deal with in order to respond to people's diverse needs.

Throughout the debate, gender differences, the need for inclusive services adapted to the population, safety and accessibility in transport, and the transport working environment were addressed.

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0. Transport and Gender Event

The Transport and Gender workshop took place on 24th September 2019. The event was divided into two parts. The first half featured an introduction to the topic given by the Vice-President of the Regional Government, followed by a presentation of the TInnGO project and of the Spanish hub. The second more practical part involved three different activities in which the participants had the chance to work together, interact and express their opinions:

- Public transport assessment
- Security and accessibility in transport
- Transport working environment

Participants: 10 people from different transport-related sectors



Proyecto: TInnGO

Workshop

Transporte y género

Adaptación de servicios, seguridad y empleabilidad

Valencia,
24 de septiembre de 2019

Image 1: Activity header

1. Public transport assessment

The characteristics of different means of transport were assessed:

- Punctuality
- Safety
- Comfort
- Accessibility / Availability
- Reliability
- Cost
- Routes, capillarity, proximity to destination
- User-friendliness

The first part consisted of an individual assessment using colour stickers:

- Needs to improve (black)
- Acceptable (blue)
- Very good (orange)

Later, a brief overview was given about the results.

The means of transport assessed were:

- Metro
- Bus
- Municipal bike-sharing service
- Shared electric scooters
- Shared electric motorcycles
- Carpooling
- Own motor vehicle
- Own bike
- Walking

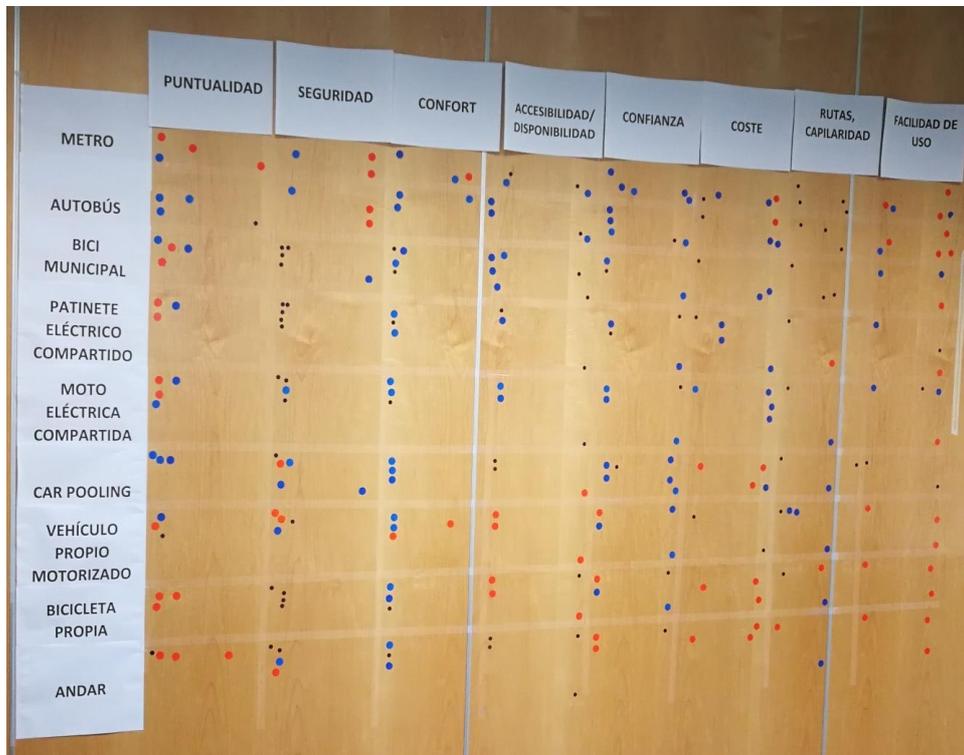


Image 2: Results obtained

1.1 Main results

By analysing each characteristic one by one, the following conclusions were drawn:

- Punctuality. In general, punctuality was very good or acceptable in all the means of transport. This characteristic was highly valued by the participants.
- Safety. The worst evaluated means of transport from a safety point of view were bicycles (both private and the municipal sharing service) and shared electric scooters. The reasons given were that on many routes lanes are shared, and users do not usually wear a helmet, so safety was rated as something that needs considerable improvement. In addition, as it is not a widespread means of transport in society and is mostly used by a segment of the young population, it is not given enough attention or handled with enough care. It was also highlighted that the tram is also an unsafe means of transport for users travelling alone because the stops are in the open and there is no surveillance.
- Comfort. In general, all the means of transport have an acceptable degree of comfort. The worst was the bicycle and the best was the private vehicle.

- Accessibility/availability. The best ranked means of transport here were the private vehicle and private bicycle. The remaining means of transport obtained an acceptable score except for carpooling and walking, as it is not possible to walk everywhere.
- Reliability The top three ranked means of transport were the private vehicle, the private bicycle and walking. The worst ranked were the shared bicycle and electric scooter. The reason for this could be that users know exactly how their own vehicles work and the sharing vehicles are newer transport services that they are not familiar with.
- Cost. The cheapest were own bicycle, walking and carpooling. The most expensive was the private car. The bus and metro also obtained good scores.
- Routes/capillarity. The means of transport with the poorest capillarity were the metro and the bus. This affected means of transport that have fixed stops (metro, bus and municipal bicycles). This could be solved with a shuttle service, a combination of means of transport or even using accompaniment services to prevent certain groups from feeling unsafe.
- User-friendliness. The most user-friendly means of transport were the private vehicle and bicycle, walking and the metro. Shared transport received the lowest scores, with carpooling coming bottom.

2. Safety and accessibility in public transport

The next activity focused on the metro, which was the means of transport selected by the participants. The main activity described the feelings of a user that needs to use public transport at night. The assessment began when the user decided to use the metro and finished when they reached their destination and included comments on the quality of the service. The aim was to identify areas that have not yet been studied and can include the gender perspective. The opportunities will derive from the possibility of solving the PAIN POINTS such as Concerns, Costs, Fears and Needs.

2.1 Main results

The results are summarised in the following table:

PHASE	PRE-EXPECTATIONS			SERVICE/EXPERIENCE			POST-SERVICE	
	Look for route and timetable		Buy the ticket	Take the metro	Travel	Destination	Comments	
Touchpoints	Look for APP/Web	Find useful information	Buy ticket /APP	Choose the nearest driver	the carriage	Choose the safest route even though it may be longer	Perception of danger	Next time, will the user repeat the experience or use another means of transport?
Moments of truth	Anxiety, not user friendly	Ticket machine fails	Fear. Vulnerability in front of the ticket machine with their back to the street.	Insecurity, perception and occupancy at night.	worry due to the low			

Table 1: Results of safety and accessibility in public transport

This activity highlighted that the main emotions felt by the user at all stages of the experience were anxiety and insecurity. Emotions such as worry, uncertainty and feeling alone were also mentioned.

The metro has a comprehensive closed-circuit camera system, yet the user is not aware of this and if they are alone at a stop at certain times of the day, they may feel unsafe. An idea could be to broadcast messages on the platforms telling users that they are being monitored and that the metro security team is looking after their safety.

3. Transport working environment

The main objective of the last activity was to analyse the role of female employees in the transport and logistics industry and to assess how to increase the percentage of women employed in this sector. Four main aspects were focused on:

- Education
- Working conditions
- Services
- Other

3.1 Main results

The results are summarised in the following table:

Education	Working conditions	Services	Other
The need for highly visible female role models	Equal opportunities and salary	Empathy	Create a community / network that provides visibility and knowledge of industry data
Gender education at school and at home	Grants for employers who hire women	Understanding	Skills training Communication skills
Education in values	Upgrades to facilities based on a gender perspective	Choosing opportunities	Equality policies
Visits to schools by female role models to give talks	Training for all in inclusive language	Opportunities for people with diversity	
Students visit companies and are offered internships	Work life-balance for men and women	Lower handles for people who cannot	

		reach average height handles	
Gender education for teachers	Flexible working timetables	Citizen perspective	
Projects in all educational stages (stereotypes, roles, equality)	In-house training so women can access less gender-balanced departments		
Common school games (playground/dining room)	Gender and equality education for managers		
Promote STEM degrees among female students	Equality plans		
Education in empowerment	Giving visibility to and publicising opportunities		

EDUCATION

Although it is very important to educate children from an early age, it is also important to lead by example. There should be greater involvement in educating taking a gender perspective into account. This should include children's leisure time, such as in the playground, where social relationships are forged.

It is also important for school children to be familiar with teamwork and for them to get used to working with others who are different and have other ways of thinking.

Teacher training was identified as being necessary to detect cases of discrimination, not only in terms of gender, but also to identify the different profiles of children to ascertain their specific needs.

Along with education in values (equality, respect), students must also have female role models at school and at home.

WORKING CONDITIONS

Flexible working timetable and shifts are important. Culturally, women have been given the role of caregivers and are often the ones who end up taking time off to look after their children and reducing their working hours, adding barriers to their professional advancement.

It is important to focus on providing tools to empower women.

In many companies/organisations, seniority is very much taken into account and, depending on the sector, some of which are historically very male-dominated, this can lead to major differences between men and women in terms of job promotion.

Initiatives such as promoting online training (without travel) and having meetings in the morning work positively to eliminate barriers for women who reject higher ranked positions or do not even go for them, because they cannot combine them with looking after their children.

In Spain, paternity leave will be equal to maternity leave by 2021 and is being progressively extended year by year, but it is important for fathers to take on the role of caregivers and make use of their paternity leave. They should also be informed that they have the right to request leave and reduced working hours.

SERVICES

Frequently, employees who deal with the general public (bus and subway drivers, etc.) do not know how to act in a situation of violence or insecurity. Training is required to help them identify these situations and act appropriately in them.

When solutions are proposed to problems suffered by vulnerable people, these people need to be involved in the analysis of the situation and the detection of needs. This means the problems are analysed from their perspective.

4. Recommendations

In the following paragraphs, some useful recommendations are proposed as examples to foster the application of the gender perspective in the transport industry as well as to address some of the issues that arose during the workshop.

4.1 Services

- The lack of capillarity in some means of public transport like the bus or metro could be solved with a shuttle service, a combination of different means of transport or even using accompaniment services to prevent vulnerable users from feeling unsafe.
- Peripheral areas of the city where only one public transport option is available (in some cases offering a deficient service) need special attention and reinforced transport to prevent the use of private vehicles. This is the result of growing population density in municipalities close to large cities (suburban residential areas, technology parks...)
- Promoting sustainable transport initiatives:
 - More and better bicycle and scooter parking areas in the city
 - Train and metro carriages with reserved areas for bicycles and scooters.
 - Raise awareness at school level, from a young age
- Involving vulnerable users in implementing measures to understand their needs and views

4.2 Safety & Security

- Transport-sharing services such as scooters and bicycles should provide their users with helmets.
- Companies need to respond to and take responsibility for the unsafe journeys that their workers need to make to get to work or during the working day, providing solutions that reduce the insecurity of their employees' trips to and from work.
- Increase the sensation of feeling safe in the metro, messages could be broadcast on the platforms telling users that they are being monitored and that the metro security team is looking after their safety.
- Install cameras at tram stops to make users feel more protected and provide a quick service for reporting any incidents.
- Avoid blind spots that make users feel vulnerable at public transport stops.
- Provide a real-time, anonymous reporting service for people who feel harassed or intimidated on public transport.
- Reserve spaces close to the driver for users travelling alone at night on public transport.

4.3 Employment

- Raise men's awareness of their role as caregivers and the fact that they have the same rights as women to take time off work to look after their children.
- Provide flexible working timetables that encourage work-life balance for all (men and women).
- Development of equality plans and gender-balanced reporting by companies.
- Provide online training to workers after extended leave.
- Training for workers dealing with the public that enables them to detect and know how to act beforehand in cases of injustice or aggression.
- Grants for employers who hire women.
- Training in equality, gender perspective and inclusive language
- Implement co-educational playgrounds at schools, planning activities that encourage children to relate to and interact with each other during break times. This activity encourages skills like teamwork, social relationships and education in values (equality, respect).
- Promote student visits to companies with empowered women and talks given by female role models in schools to break down stereotypes.
- Provide a data platform where information can be shared so that everyone is aware of the transport sector reality in terms of gender balance and as a key to meeting the current challenges and providing visibility.

TInnGO has been funded by the European Horizon 2020 programme, and its objective is to promote the participation of women in the transport sector in the European Union. The project is being led by **ITENE, the Packaging, Transport & Logistics Research Center**. It began in December 2018 and is set to run for three years.



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