



**Panteia**

Research to Progress

Research voor Beleid | EIM | NEA | IOO | Stratus | IPM

**POLIS** | ANNUAL  
CONFERENCE  
**2018**  
CITIES AND REGIONS FOR TRANSPORT INNOVATION

22-23 November 2018, Manchester

## **Women in Transport**

**Polis Conference, Parallel Session 1E: Talking gender**

Jasper Tanis  
22 november 2018

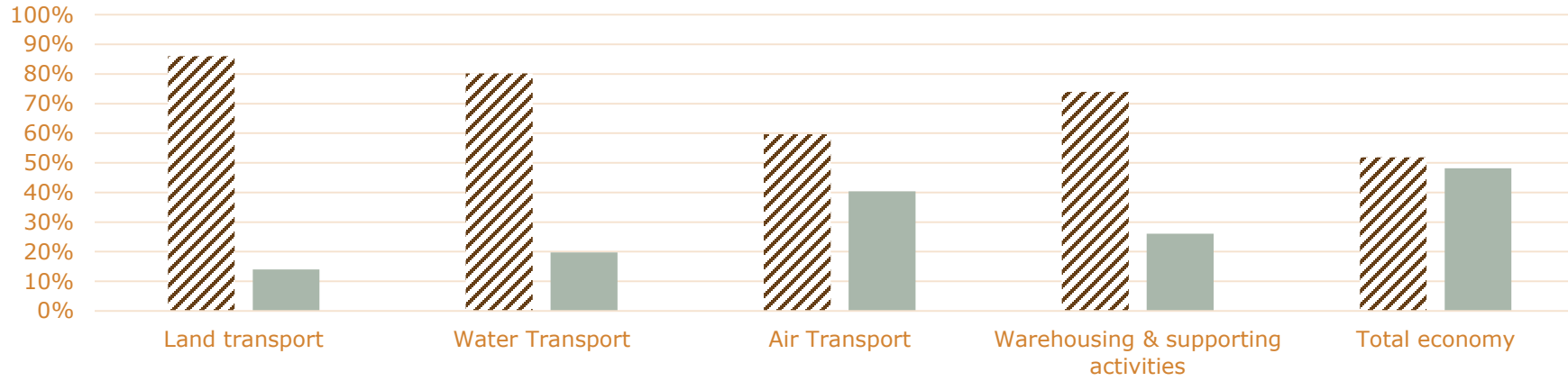
# Projects

Projects (selection)	Year finished	Client
Safe & Secure Truck Parking	2018	DG MOVE
Business case to increase female employment in transport	2018	DG MOVE
Study on a Pilot project: Making the EU transport sector attractive to future generations	2017	DG MOVE

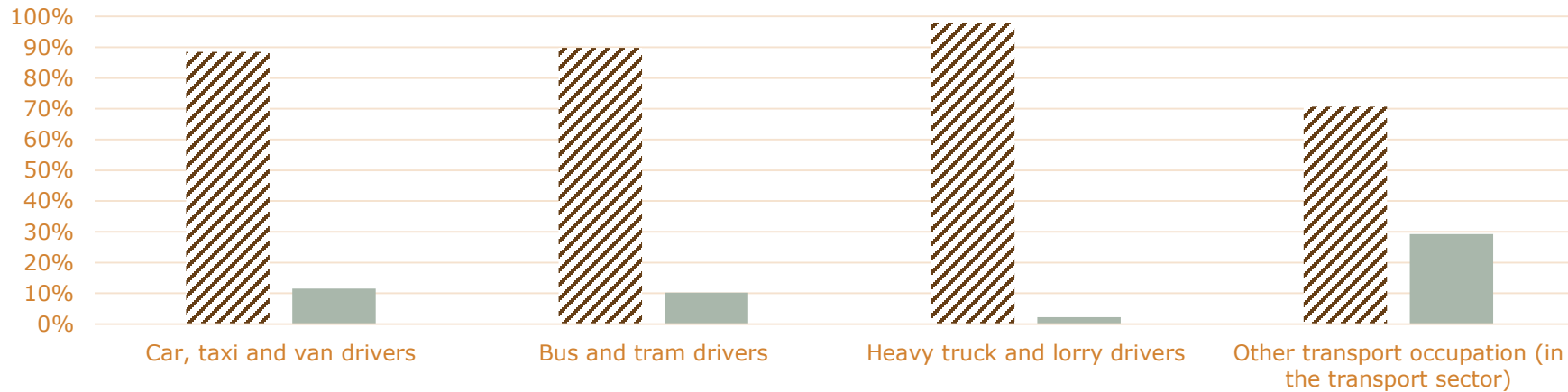
# Background – Status of female employment

- The transport sector is by far more male dominated to the rest of the economy
  - Only 22% of workers in the transport sector are female
  - Women are especially underrepresented in technical and mobile jobs (e.g. drivers)
  - The low participation of women is a common issue for all transport sectors and all EU Member States
- The last couple of years several stakeholders have prioritized and haven taken several actions to promote female employment in transport, a.o.:
  - EU Platform for Change
  - Women in Rail (WiR)
  - Women employment in Urban Public Transport Companies in Europe (WISE)

# Background – Status of female employment



Source: Panteia, based on EUROSTAT's Labour Force Survey (2016)



Source: Panteia, based on European Working Conditions Survey (2010)

Male Female

# Future prospects

- **Given current situation and future developments, there is an opportunity to promote female employment in the transport sector**

## **Macro-developments having an impact on the EU transport sector**

- Population ageing.
- Transport activity is expected to grow in the future.
- Technological advances & innovation.

## **Developments in the EU transport sector**

- Due to high number of workers retiring, skills shortages are likely to emerge.
- Growing demand may increase pressure on a workforce that is older than the average of the economy and with a particularly large gender imbalance.
- Due to technological advances and new tools, physical strength is becoming less important, and at the same time social skills and service orientation is becoming more important.

# Study on a Pilot project: Making the EU transport sector attractive to future generations

## The study addresses two main issues:

- The extent to which the transport sector is seen as an attractive work place by young people, given current and foreseeable labour shortages in the sector (analysis of the current situation).
- What can be done to assist the recruitment of young people to the sector, including attracting more young women (recommendations).

## Scope:

- Young people with only low or medium schooling qualifications, but who might have the motivation and soft skills that employers are increasingly seeking.
  - Young women versus young men (disaggregated analysis!).

# Outcomes of the disaggregated analysis

Similar preference between young women and men in:

- Working hours (the gap in flexibility in working hours that men and women are demanding is closing).

Different preferences between young women and men in:

- Young women express a greater preference of dealing with people and young men express a greater preference of dealing with machinery of equipment.

Unfortunately!

- Few women respond positively to the prospect of a driver job.

# Business case to increase female employment in transport

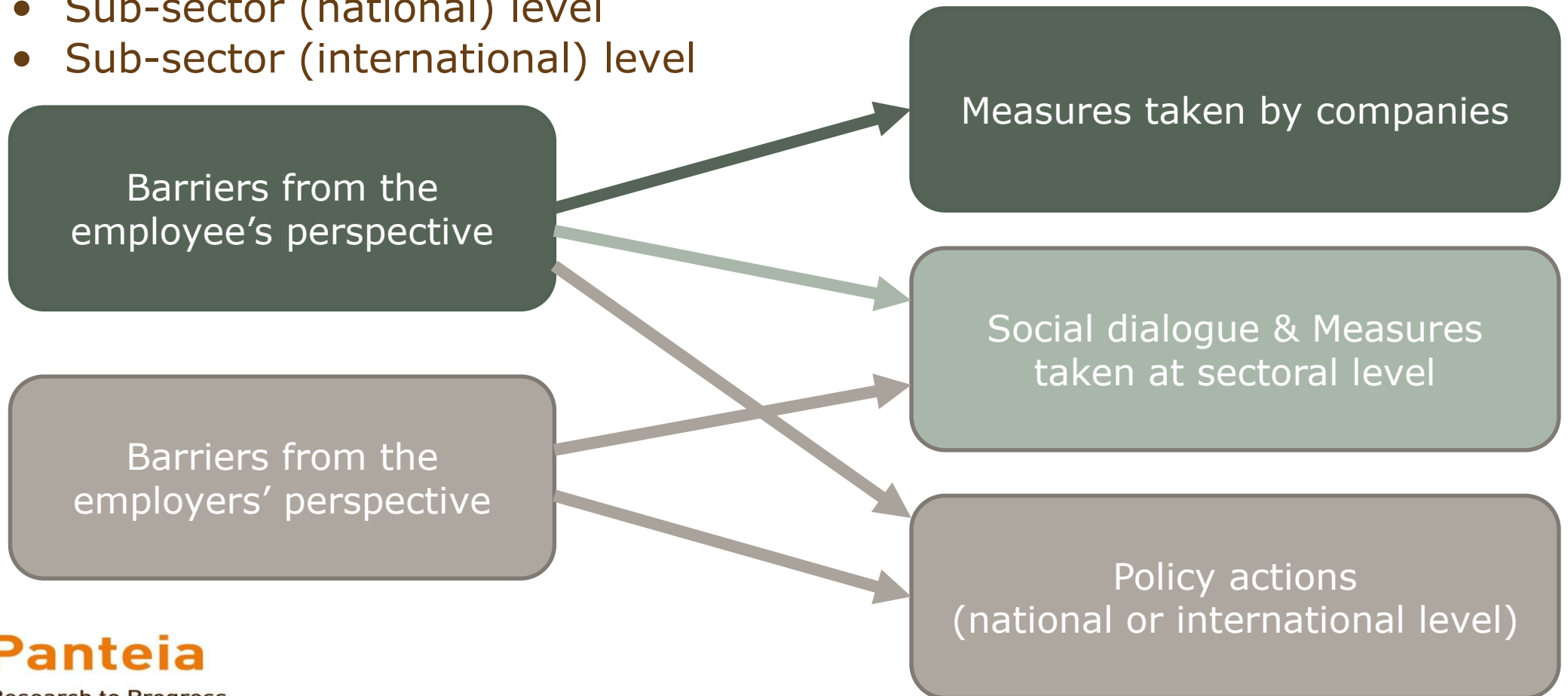
- Ecorys, ISI-Fraunhofer, Panteia and PWC have been working on a study for the European Commission on the impact of increasing female employment in transport.
- Aim: highlight the, usually unconsidered, positive impacts of a more diverse working environment to transport sector companies:
  - Identify barriers for female employees to apply for a job in transport.
  - Identify barriers for employers to hire female employees.
  - Identify measures that employers can take to increase the share of female employees, and assess the benefits and costs of these measures.
- By means of case studies successful and innovative measures to recruit and retain women in transport-related jobs are identified.
- Successful strategies and measures are inputs for future communication campaigns and help employers in the sector to successfully to recruit and retain more female employees in transport-related jobs.



# Measures to increase female employment

Measures to increase female employment can be taken at different levels:

- Company or division level
- Sub-sector (national) level
- Sub-sector (international) level



# Barriers from the employee perspective

## Discrimination and stereotyping

- Gender stereotypes
- Gender discrimination
- Corporate/Working culture

## Labour conditions

- Work life balance
- Safety
- Sexual harassment
- Health and hygiene
- Wage gap
- Training

## Job perception

### Corporate/Public Policies

- Lack of corporate gender policies
- Legal restrictions
- Labour rights

### Career prospects

### Shortage of competences

- Physical demands



# Barriers from the employers' perspective

## Discrimination and stereotyping

- Corporate/Working culture

## Money investments

- Safety
- Health and hygiene
- Training for women
- Child/elder care services

## Job perception

- Tolerance environment
- Social prejudices regarding the job

## Legal framework

- Leaves
- Legal restrictions/benefits
- Collective agreements

## Career prospects

## Skills requirements

# SNEL Shared Logistics (NL)



## Company's measures

- Strategy initiated six years ago
- There is no strategy that is intentionally targeting female employees or applicants of consciously aim to overcome barriers connected to women working in road transport and logistics

Strategy	Measures
Customization for its employees	<ul style="list-style-type: none"><li>• Possibility to work part time &amp; flexibility in schedules</li></ul>
Company's image & image of the job	<ul style="list-style-type: none"><li>• Company's Facebook page, recruiting and company's image</li><li>• (former) employees Facebook page</li></ul>
Limiting the physical burden	<ul style="list-style-type: none"><li>• Electric pallet trucks</li><li>• High-end material</li><li>• Type of work</li></ul>
Easy accessible recruitment	<ul style="list-style-type: none"><li>• Company's Facebook page, recruiting and company's image</li></ul>
On boarding trajectory	<ul style="list-style-type: none"><li>• On boarding procedure</li></ul>

# Company's monitoring approach

- There is no strategy that is intentionally targeting female employees or applicants of consciously aim to overcome barriers connected to women working in road transport and logistics
  - The side effects of this strategy are related
- Since there is no intentional strategy targeting female employees, there is no company's approach of monitoring the progress and monitoring the impact
  - Similar conclusion can be made for Brouwer Company (taxi & coach company)
- Benefits can be measured qualitatively rather than quantitatively



## Dublin Bus (IRL)



# Dublin Bus



**Panteia**  
Research to Progress

# Company's measures

- The company has a strong commitment to supporting the diversity of their employees as well as their customers and the wider community it serves
  - This commitment dates back to the late 80's when it was very difficult to recruit bus drivers
- The company has designed a Diversity and Inclusion Strategy
  - To ensure an efficient and fulfilling work environment for their employees
  - To meet the changing needs of the customers and to underpin the quality of the experience of the customers to their services; and
  - To deepen the connection to the diversity of the communities that they serve

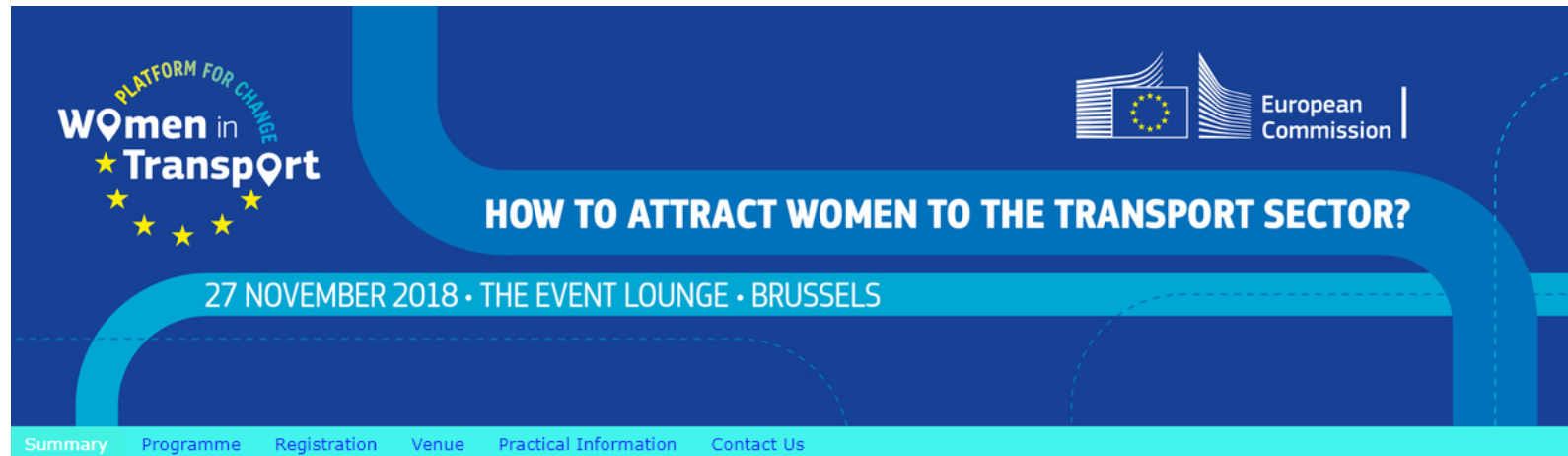
Strategy	Measures
Easy accessible recruitment	<ul style="list-style-type: none"> <li>• D-drivers' license</li> </ul>
To meet the changing needs of the customers and to deepen the connection to the diversity of the communities that they serve	<ul style="list-style-type: none"> <li>• Training on social skills</li> </ul>
Company's image & image of the job	<ul style="list-style-type: none"> <li>• Advertising campaign &amp; open days</li> <li>• Safety &amp; security measures</li> </ul>
Customization for its employees	<ul style="list-style-type: none"> <li>• Flexibility in contractual arrangements and working schedules</li> </ul>
To ensure an efficient and fulfilling work environment for their employees	<ul style="list-style-type: none"> <li>• Safety &amp; security measures</li> </ul>



# Company's monitoring approach

- Dublin Bus has a very active policy to promote gender diversity in its workforce and is closely collecting and monitoring employee statistics on gender (as well disability, age, and country of origin)
  - Statistics are reported to the senior management, so that this allows them to monitor changes to the demographics of the workforce and identify opportunities to take action
  - Publishing gender pay gap figures
  - Gender Steering Group & Diversity and Inclusion Officer
- Example of monitoring the impact of the gender diversity strategy
  - 24 female applicants after the open days, first all female class, resulting in 6 female applicants being recruited as bus driver
- However, less statistics are collected and reported on the benefits of having a more diverse workforce
  - The company refers to existing literature to explain the benefits of a more diverse workforce

More study outcomes will be released at a Conference organised by the European Commission on "How to attract women to the transport sector?" in Brussels on Tuesday 27th November 2018



#### Event Details

How to attract women to the transport sector?  
27/11/2018  
09:00 - 18:00  
The Event Lounge  
Boulevard Général Wahis 16/F  
Brussels, 1030  
Belgium

#### Quick actions

Add to Calendar >

Commissioner Violeta BULC is pleased to welcome you to the **conference on "How to attract women to the transport sector?"** which will be held in Brussels, Belgium, on Tuesday 27<sup>th</sup> November 2018.

This full day event, from 9:00 to 18:00, will gather 250 representatives from companies and employers' organisations, transport workers and workers' organisations, researchers and academics, public authorities and non-governmental organisations for brainstorming sessions in English.

The morning discussions will focus on work-life balance and possible -economically viable- solutions to improve transport workers' choice of shifts, while the afternoon's discussions will aim at gathering positive insights on what are the attractors of the transport sector for women, to be used to fight negative stereotypes.

The outcome of two studies will also be discussed. The first one, "*Making the EU transport attractive to future generations*" can already be consulted [online](#). Based on case studies, the second one looks at measures that companies can put in place to increase their gender balance. It will be released at the occasion of the conference.

Commissioner Violeta BULC will be present in the afternoon for an exchange of views with the audience. She is a strong believer that the future of Transport depends heavily on how we will address the above challenges.

Please register [here](#)! Your experience would be extremely valuable for this discussion.

New Registration >

Modify Registration >

# Safe & Secure Truck Parking

- Within the study action has been taken to specifically engage female drivers since the experiences and needs may differ from male drivers.
- Results:
  - 38 female respondents to a survey.
  - 12 female drivers participated in an interview.
- Conclusions
  - Insufficient safety and insufficient service on parking facilities are important reasons for women to not work internationally with overnight stays.
  - 60% of the female drivers who work international overnight stays and 70% of female drivers who do not make international overnight have personal experience with unsafe situations on parking lots.
- (Safety) measures! E.g.:
  - On site security, lighting, camera surveillance and fence around the terrain.
  - Separate and clean sanitary facilities.

# Contact details

## Jasper Tanis

- [j.tanis@panteia.nl](mailto:j.tanis@panteia.nl)

## Paul Vroonhof

- [p.vroonhof@panteia.nl](mailto:p.vroonhof@panteia.nl)

## Mandy Goes

- [m.goes@panteia.nl](mailto:m.goes@panteia.nl)