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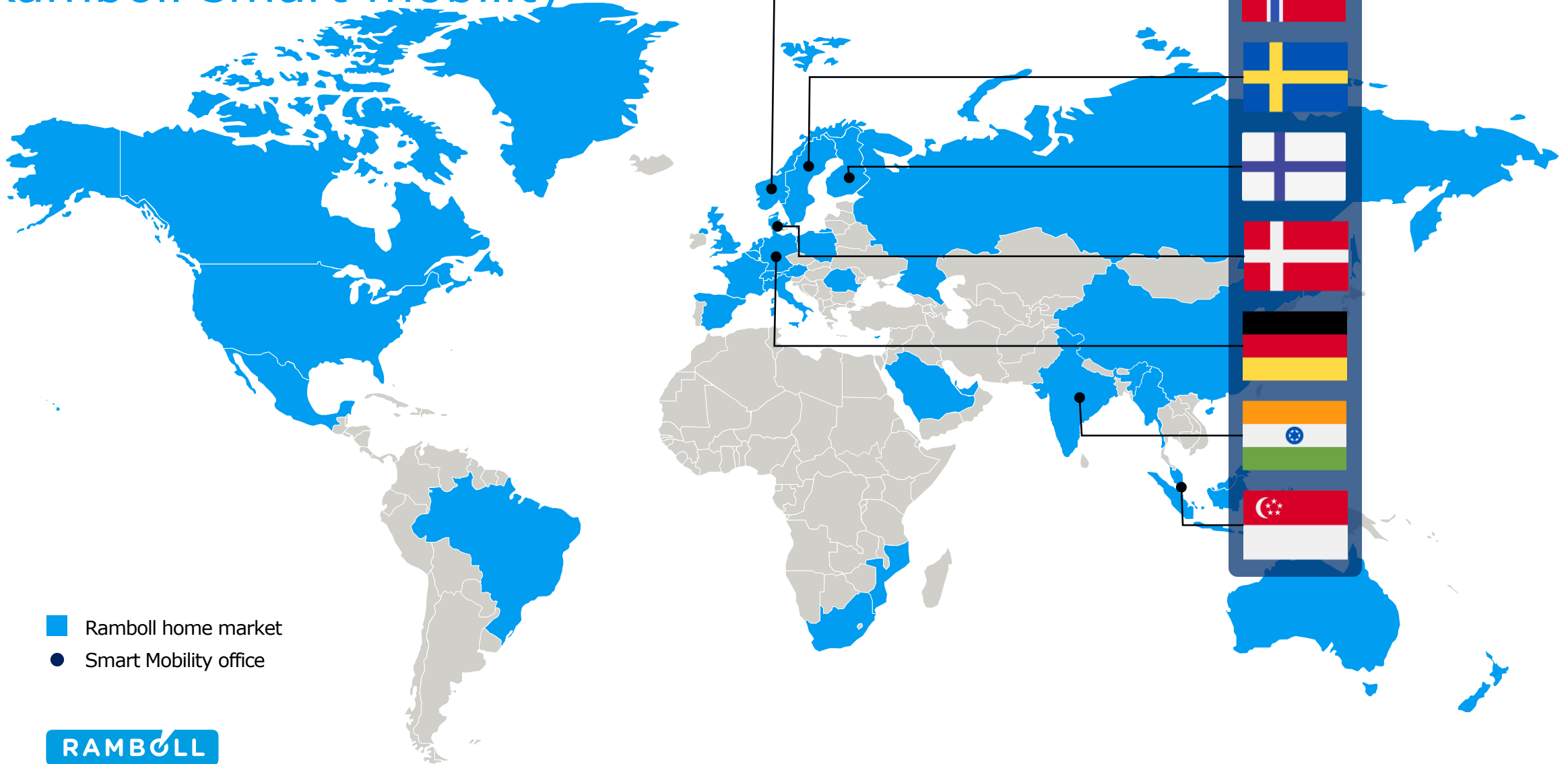
Bright ideas.
Sustainable change.

Active mobility for all

Polis Conference Gothenburg Dec 1st.

Marianne Weinreich, Ramboll Smart Mobility
@mobimaw

Ramboll smart mobility



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**Providing
access for all**

**Ensuring effective
mobility for all**

**THE CORNERSTONES OF
SUSTAINABLE MOBILITY**

**Improving
safety for all**

**Securing green
mobility for all**

Green papers 2019 & 2020

8.1

MAAS USERS RIDE PUBLIC TRANSPORTATION MORE THAN THEIR HELSINKI METROPOLITAN AREA COUNTERPARTS

48%

63%

■ PT modal share in Helsinki metropolitan area 48%

■ PT modal share with Whim 63%

*whim data have been normalized for comparison purposes with Helsinki metropolitan area residents in the Transit behavior survey

This insight compares public transportation mode share of Whim users to that of Helsinki metropolitan area residents with similar demographics. Approximately 48% of all trips by Helsinki metropolitan area residents with similar demographics are taken by public transportation, which is the modal share of all trips in the area. Whim users, on the other hand, take public transportation more than their counterparts in the Helsinki metropolitan area. To make this comparison, the corresponding user data against the Transit behavior survey were normalized to the total amount of trips by Whim users, which significantly deviates from the average. Assuming the overall average is close to 50%, the green public transportation modal share of 63%.

Whim trips do not fully represent the overall modal share of the user, as it only covers the trips taken on the Whim app. Trips taken on other modes, such as taxis, are not included in this data. To estimate the overall public transportation share, the Whim modal share was extrapolated from the corresponding user data shown on the opposite page. In the Transit behavior survey, public transportation is higher than the Whim modal share of 63%.

WHIMPACT

Insights from the world's first Mobility-as-a-Service (MaaS) system

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Bright ideas. Sustainable change.

ACHIEVING SUSTAINABLE MICRO-MOBILITY

GREEN PAPER APRIL 2020

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V1.1

UNIVERSAL STRATEGIC GOALS

Every city is unique. The people, the cultures, the urban form, the institutional organization, topography and even the weather impact the way in which transportation services function. While every conversation about micro-mobility is shaped by the challenges of the local context, our team has approached the project with the premise that we could nonetheless identify common themes that weigh on the minds of the people in any city. These themes are essentially the elements that contribute to providing local communities the best possible, sustainable micro-mobility program or, to use a term that allows us to understand success with respect to the environment, economy, and social well-being, sustainable.

Building upon the idea of common themes for a sustainable micro-mobility program, we argue that it is possible to derive a set of strategic goals that tend to be universally applicable. In other words, regardless of the local context, there are a set of universal strategic goals that every city can apply are important to realize a sustainable micro-mobility program.

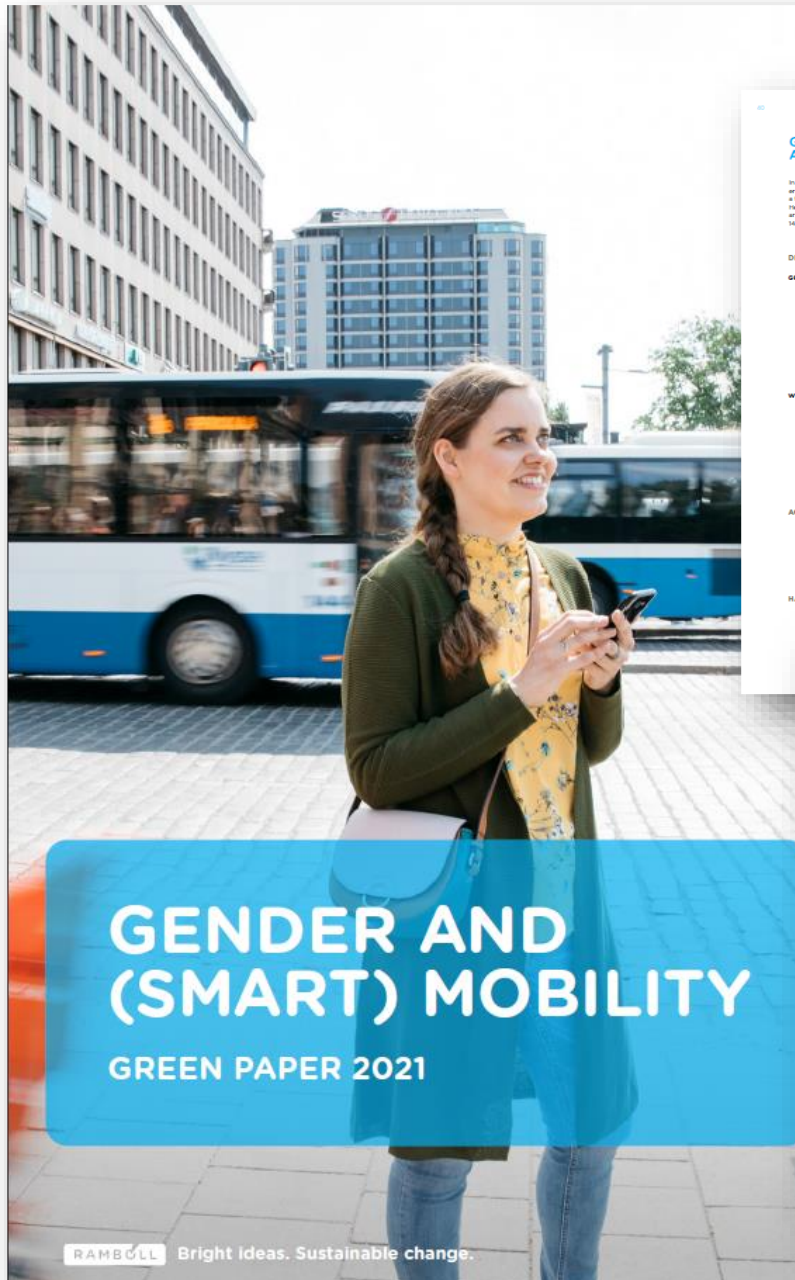
In our collaboration with cities and operators experiencing micro-mobility, that have, as well as other authorities and stakeholders closely connected to the management of micro-mobility programs, we have derived the following twelve universal strategic goals shown on the opposite page. The goals were established to allow our discussions to focus on specific metrics that would be useful in better gauging the success of local micro-mobility programs.

In this section, we aim to build upon the universal strategic goals previously identified by extracting the characteristics in our surveyed cities that support each goal and, hopefully, providing initial suggestions for suitable key performance indicators (KPIs) that can be used to gauge the progress of an individual city and to allow a basis for comparison across cities.

Deriving is an extremely important next step to improving the success of micro-mobility programs in cities. In the recently published "Guidelines for Regulating Shared Micro-mobility," NACTO states that "Cities can also gain additional insights by coordinating their survey questions with those asked in other cities to benchmark their results and generate a clear picture of shared micro-mobility use." If we can not only coordinate the collection of data between cities, but identify the most useful data points to collect, all stakeholders will benefit from getting the best understanding of how well these programs are performing.

- ACCEPTANCE
- INNOVATION
- COMPLIANCE
- SAFETY
- DATA ACCESS
- RESILIENCE
- COSTS
- ECONOMY
- MANAGEMENT

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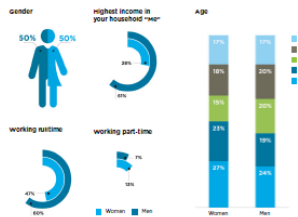
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GENDER DIFFERENCES IN BEHAVIOR AND ATTITUDES - SURVEY IN 7 COUNTRIES

In December 2020 we carried out a survey in cooperation with YouGov analysis institute. They surveyed a total of 1020 respondents in the capital area of Helsinki, Oslo, Stockholm, Copenhagen, Berlin, Delhi and in Singapore (2021) in early during the period of 14-22 December 2020.

DEMOGRAPHY



In the following articles these internationally research findings will be elaborated and put into local context in the 7 countries that we focus on in this report for the report's local experts. As you will learn the same gender patterns are present in all 7 countries. The experts highlight in the articles some of the complete explanations for these differences and what needs to change in order to create more gender equal transport and mobility.



INTRODUCTION - WHY IS GENDER - RELEVANT FOR MOBILITY

GENDER AND MOBILITY IN FINLAND

Gender data is and has been compiled quite comprehensively in Finnish transport statistics. Statistics on current and past times show that gender is one of the most focal and dividing factors which explains differences in mobility behaviour. Over time, change has occurred in different parts of life which concern patterns and differences between men and women. However, in transport choices and possibilities many historical patterns and unconscious biases are still having an impact on the way we travel today. Historical studies can improve our comprehension on current trends in gender and mobility.

LACK OF GENDER AND MOBILITY RESEARCH

Historically Finnish transport statistics have focused on motorised transport, and therefore possibilities for conclusions on more sustainable transport modes or long term changes in travel choices are limited. Many national statistics lack gender data which influences

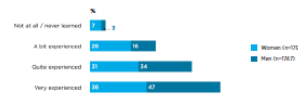
our understanding of the impact of gender and mobility regarding transport planning and the status of today's statistics. Even though Finnish transport statistics have improved over decades and gender related data is now collected more comprehensively, we are still lacking in research on gender and mobility. Historian **TIINA HÄNNISTÖ-FUNK** points out that even though we see the differences in mobility patterns of men and women, we have not acknowledged its importance.

TIINA HÄNNISTÖ-FUNK

Mrs. Tiina Hännistö-Funk received her Doctoral diploma in 2014 and has been granted a docent title in history at the University of Turku, Finland. She has studied environmental issues and gender roles in urban mobility and public space. She has conducted a historical research study focusing the role of gender in walking by studying thousands of street photographs taken between late 19th century to late 20th century in the city of Turku. In the research she studied walking and cycling, transport mode change and their evolution through time, spatially and by gender.



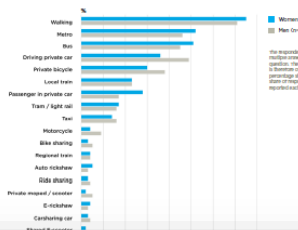
EXPERIENCE RIDING A BICYCLE



ACCESS TO A FUNCTIONAL BICYCLE IN THE HOUSEHOLD



MODES TYPICALLY USED IN AN AVERAGE MONTH



Transportation might seem gender equal to many, and individuals might feel their mobility choices are not influenced by gender. However, the data collected by conducting research can help us to identify statistical differences between genders, but also to understand the deeply ingrained societal and cultural reasons behind the numbers. When are men and women travelling? Do these trips involve other people? Which tasks or errands are determining the need to travel? Which means and modes might men and women have while travelling? - some examples of the questions we should ask ourselves and focus our resources in research in the future. Hännistö-Funk emphasises that "Challenging factors that affect us the way we travel, such as we need for trip planning, origin or destination locations, selected transport mode and whether you are travelling alone or with company, determine how well transport system supports our travel patterns. Without data, research and good knowledge we are not able to improve equality in our transport system and change patterns that originate far back in history."

Hännistö-Funk also notes that the historical point of view helps to gain a better understanding of today's transport system and the role of different modes. The way our transport system and public space are built up over decades, are dependent on various trends in different times. By understanding the impact of different actions in the past, we can create change with more vision of the present and the future.

FEMININE MOBILITY CHOICES ARE MORE SOCIAL AND SUSTAINABLE

"Historically Finnish transport system hasn't provided all mobility choices equally". Tiina Hännistö-Funk says. Since the mid-twentieth century, city planning has facilitated and encouraged moving in a fast and efficient way that promotes the use of personal car. Furthermore, in this paradigm sustainable mobility choices and other feminine mobility patterns were ignored and hampered by the car-centric city planning. Knowledge sustainability of all forms has become a focal element in transport planning.

Women are more likely to be passengers in a car than men, and men are more often the owners or main users of family cars in Finland. From the lower share of women's driving license ownership doesn't fully explain the differences. Historically the same kind of system can be seen for example in the way in which working men have controlled the use of one expensive bicycle in the family in the beginning of the 20th century. The underlying structural issue is women's continuously poorer access to the most expensive mode of mobility. As a result, women travel more by other means than by car.

HÄNNISTÖ-FUNK HAS PUBLISHED SEVERAL ARTICLES E.G.:

1. "The Gender of walking female pedestrians in street photographs 1900-2020". Publisher: Urban History (2019), 1-21 (in open access).

2. "The Recovering Sustainable Mobility Paradigm: A Visual History of Finnish Transportation 1900-2020". Publisher: A Journal to the Future, a Sustainable Urban Mobility since 1900. (in open access).

Statistics show that Finnish women travel shorter distances than men but spend more time travelling. Women also make more daily trips than men. Women travel more to visit family or friends, do shopping and accompany others whereas men travel more to work. For work-related trips, Hännistö-Funk's research points out that men's mobility patterns reflect the same phenomenon, for instance, female pedestrians being the most numerous and continuously larger group on the urban streets, reveal gendered patterns and practices of walking. Walking women are often accompanied by children or other women, or they carry items while walking. This made together promote social interaction which can help strengthen tolerance and trust within the society. We don't want to promote a transport system which aims at to travel alone but instead to support and encourage socially. "By promoting mobility choices that are characterised for women, we promote both sustainability and equality in mobility". Hännistö-Funk says.

CULTURAL NORMS STEER OUR CHOICES

Our choices in transport reflect cultural norms that we learn starting from children's upbringing and continuing into adulthood. E.g. when promoting cycling, we know that the readiness to make changes in one's mobility patterns originates from what is normalised in local culture.

In historic capital regions, it's more common for women to use shared city bikes than men. Tiina Hännistö-Funk underlines, that to make reliable conclusions, this is a matter that should be researched further by qualitative methods. Furthermore, she brings up a possible explanation that city bikes being gendered to public transport, women might be more receptive also to the shared mobility mode. It's a matter of cultural normalisation as in Finland women use public transport more often than men. On the other hand, city bikes might also fit well with women's need for trip planning and their multimodal way of travel. Similarly, men might use a car or scooters more often because of a cultural normalisation which encourages men to have interest in motors, other technical solutions, and new innovations in technology. There can also be other explanations, but regardless, we can't escape the impact of culture in our behaviour.

Cultural changes are slow and history shows us that regulations, such as speed limits and speed reduction, have played a great role in change of attitudes. Hännistö-Funk notes, "the development of sustainable transport is a big challenge, but the greatest challenge is to reduce the old-fashioned ways of thinking and regarding personal car driving being efficient. By acknowledging it, we bring more equity to mobility."

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Region Stockholm



Link to report

International research shows

blogs.worldbank.org/transport/transport-not-gender-neutral

WORLD BANK BLOGS


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Published on **Transport for Development**

Transport is not gender-neutral

KARLA GONZALEZ CARVAJAL & MUNEEZA MEHMOOD ALAM | JANUARY 24, 2018

This page in: English



Transport is not gender-neutral. This was the key message that came out of a high-level gender discussion co-hosted by the World Bank and the World Resources Institute during the recent Transforming Transportation 2018 conference, which was held in Washington DC between January 11-12, 2018. This was the first time in the 15-year history of this annual event that a plenary session looked specifically at the gender dimensions of transport.


transportpolicymatters.org/2020/02/06/gender-is-one-of-the-most-robust-determinants-of-transport-choice/

Home "Gender is One of the Most Robust Determinants of Transport Choice"

"Gender is One of the Most Robust Determinants of Transport Choice"

🕒 February 6, 2020 📍 International Transport Forum 📁 All Transport 🔖 females, gender, girls, safety, security, STEM, transport, women

What has gender got to do with transport? A lot, but few people know it. That needs to change, was the message from a consultation on gender and transport organised by the ITF with 34 transport stakeholders.



The Experts say

"If you ignore 50 % of the population, you're not really making a solution that is sustainable. If you want to make sustainable solutions, it has to address both genders and the different demographic groups."

Tanu Priya Uteng
senior researcher
TCN

- Historical, cultural and structural gender inequalities influence men and women's mobility patterns and mode choices
- Transport sector male dominated
- Gender data gap in transport sector
- Gender impact analysis of policies, plans and projects seldom carried out
- Transport systems and mobility solutions to a great extent unconsciously designed for male travel patterns, needs and preferences



KALPANA VISWANATH
Dr Kalpana Viswanath is the co-founder and CEO of SafeTpin. She has been working in the field of gender and urbanization for the past 20 years with several organizations, including UN Women, UN Habitat, and Jagori, among others. She has led large global projects and provided technical support on women's safety to several cities. She is a member of the Advisory Group on Gender Issues at UN Habitat, Chairperson of Jagori and a Board member of the International Centre for the Prevention of Crime. She was part of the committee that prepared a report on Women's Safety in Delhi for the city government.

SafeTpin is a social organisation working with a wide range of urban stakeholders including governments to make public spaces safer and more inclusive for women. They collect data through three mobile phone applications (My SafeTpin, SafeTpin Mts, and SafeTpin Site) and present these to relevant stakeholders with recommendations. They also generate a safety score based on collected data and provide it in the My SafeTpin app for users to make safe and informed decisions about their mobility.

More information at [safetpin.in](https://www.safetpin.in) | SafeTpin, Creating Safe Public Spaces for Women | [safetpin.com](https://www.safetpin.com)



TINA MÄNNISTÖ-FUNK
Mrs. Tina Männistö-Funk received her Doctoral diploma in 2014 and has been granted a docent title in History at the University of Turku, Finland. She has studied environmental issues and gender roles in urban mobility and public space. She has conducted a historical research study focusing on role of gender in walking by studying thousands of street photographs taken between late 19th century to late 20th century in the city of Turku. In the research she studied walking and cycling, transport mode changes and their evolution through time, spatially and by gender.



TANU PRIYA UTENG
Tanu Priya Uteng has over 16 years of experience of topics related to gendered mobilities. She is a senior researcher at T2I (Institute of Transport Economics) in Oslo, Norway. Priya Uteng has a Bachelor and a Master's degree in the field of urban planning, and defended her PhD in transport planning on the topic of interlocking of gender and ageing in the transport planning domain.

In March 2020, Priya Uteng published her third book, *Gendering Smart Mobilities*, in the series of her works on mobilities. The book takes a critical look at the idea that technical solutions will simply solve the future mobility challenges and points out that developments so far have excluded certain groups in society, especially related to gender. Her first book in the series, *Gendered Mobilities*, was published in 2008.



MIA HYUN
Ms. Mia Hyun is a gender specialist who has over 27 years of experience working with multi-lateral, bi-lateral and non-government organizations across the Asia Pacific region. She has been advising and coordinating government, development partners and civil society on gender related policy issues.



MRS. INES KAWGAN-KAGAN
Mrs. Ines Kawgan-Kagan is a gender mobility expert and wrote her dissertation about gender differences in sustainable urban mobility at the TU Berlin. Mrs. Ines Kawgan-Kagan founded the ACM Institute in November 2020 to push the topic of accessible and equitable mobility and consult mobility providers to implement these topics into their products and services. Mrs. Kawgan-Kagan studied traffic systems, sociology, public administration and basic business studies at the TU Berlin and at the University of Applied Science for Public Administration and Law Berlin, Germany and the Jönköping University, Sweden. She researched at the German Aerospace Center (DLR) in Berlin, at the HTW Berlin. Currently she lectures at the HTW Berlin about mobility, transport and society and methods in empirical social sciences with a focus on mobility. She is a council member and the German Ambassador of the Association of European Transport, creating an active link with the German community and keeping the AET up to date for current German trends in a transportation sector.



ANA GIL SOLÁ
Ana Gil Solá is an Associate Senior Lecturer in Human Geography at University of Gothenburg, Sweden. She is widely published in the field of gender equality and mobility with publications on women's and men's work trips, gender equality in municipal transport planning, development of methods for assessing social impacts, and sustainable accessibility. Presently, Gil Solá is working on a project studying how men and women use adjacent services and places in the city where they live (the 5-minute city). This develops knowledge on what strategies women and men use in their daily lives to handle everyday life, how and why they make trips and choose the modes that they do - by choice or coercion? Most of the current research and planning processes assume that all points of destination or interest must be close and accessible within a short trip, but that it is not necessarily the closest destinations that are chosen, as we also tend to travel further away than necessary.




WONG YIK DIEW
Mr. Wong Yik Diew is a Associate Chair (Academic) and an Associate Professor at the Nanyang Technological University. He is a Lead Principal Investigator in the Rapid Road Transit programme and author for 136 publications listed in Scopus. He is a Member of Singapore Road Safety Council, Member of Chartered Institute of Logistics & Transport Singapore, and Senior Member of Institution of Engineers Singapore. He is also a Chartered Engineer (C.Eng.) in Transportation Engineering.



LIEKE YPMA
Lieke Ypma, MSc, is one of Hello Impact's Founding Partners. She is a Dutch innovation strategist, based in Berlin. With more than 15 years of experience, Ypma works on developing actionable strategies for mobility and beyond. Hello Impact takes a user centered perspective on strategy, driving multi-party collaborations to solve complex problems. She has a great professional experience in mobility and user centered innovation topics. Trained as a designer and engineer and based in Berlin, her specific experience in gender mobility covers research and design of mobility solutions to cover user needs. Lieke Ypma applies her strategic view on the entire development process, from explorative user research and participation, all the way to delivering services and products. Ypma is a lecturer at the Smart City Design Master Curriculum at the Maastricht University, an active lead of the Women in Mobility network, and a speaker at events that cover UX or Mobility, or both.



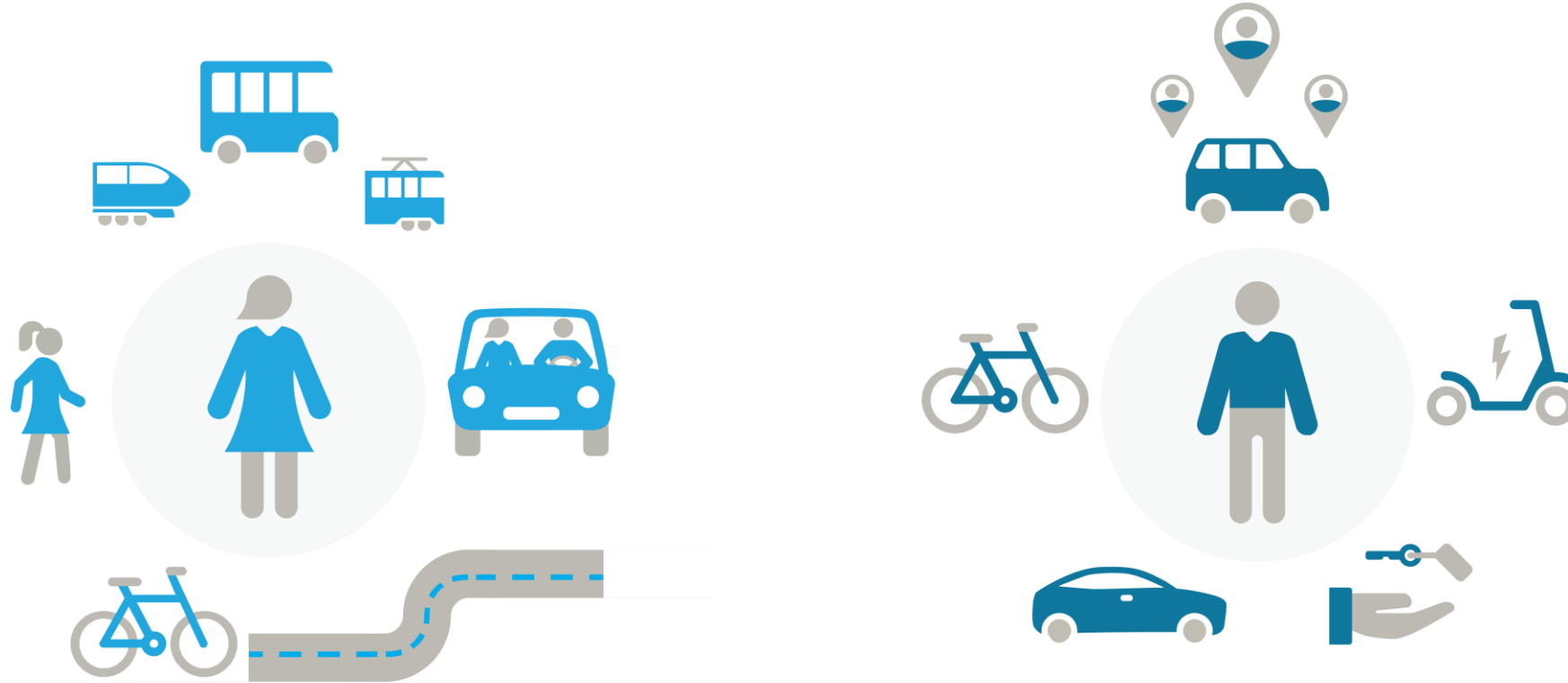
GOPINATH MENON
Mr. Gopinath MENON has 47 years of experience in urban traffic planning, construction and management, including 27 years of experience in lecturing to graduate and undergraduate students on transport engineering at the Nanyang Technological University. He was effectively the Chief Transportation Engineer of Singapore from 1991 to 2001. He is a member of the Public Transport Council and the Active Mobility Advisory Panel of the Ministry of Transport and was Vice-Chairman of the Singapore Road Safety Council of the Ministry of Home Affairs from 2009-2020.



MRS. LENA OSWALD
Mrs. Lena Oswald works as a consultant on a positive transport transition. She helps social groups to build alliances in order to fight for green, inclusive, accessible transport for everyone. Her work connects with a climate protection in the transport sector with organizational development and participation culture. As an activist she has worked with the Berlin Cycling Referendum and organization Changing Cities for years in order to make transport in Berlin more human-centered. Her approach to feminist mobility is intersectional, as she is convinced that there is lots of overlapping layers of power structures and discrimination in the mobility sector and we need to address all at once.



HELENA FREUDENDAL-PEDERSEN
Helena Freudendal-Pedersen is a Danish professor in Urban planning at the Aalborg University. She has a multi-disciplinary background, combining sociology, geography, urban planning and sociotechnical systems. Her research is in the mobility paradigm of social science.



GENDER DIFFERENCES IN MODES

1. Women walk more than men
2. Women use public transport more than men
3. Women bike less than men if there's no or poor cycling infrastructure
4. Women drive less car than men. Women are often the passenger
5. Men use new mobility services more than women



GENDER DIFFERENCES IN TRIPS

1. Women travel shorter distances pr. trip than men
2. Women trip chain and have multiple stops to a greater extent than men, who generally have an A to B trip pattern.
3. Women to a greater extent than men accompany children or other family members and/or carry bags and groceries.



GENDER DIFFERENCES IN EXPERIENCE

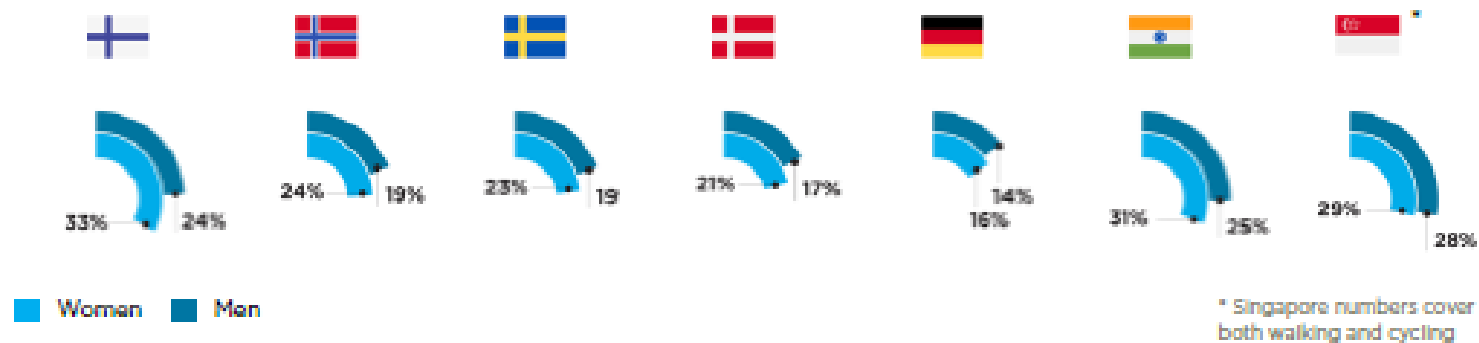
1. Women to a greater extent than men worry about harassment
2. Women to a greater extent than men think about the route and time of day traveling

Existing data for walking

WALKING

The existing international research show that women to a greater extent than men walk for transportation.²² The local modal split data for number of trips in the seven countries we cover in this report show the same:²³

Modal split walking

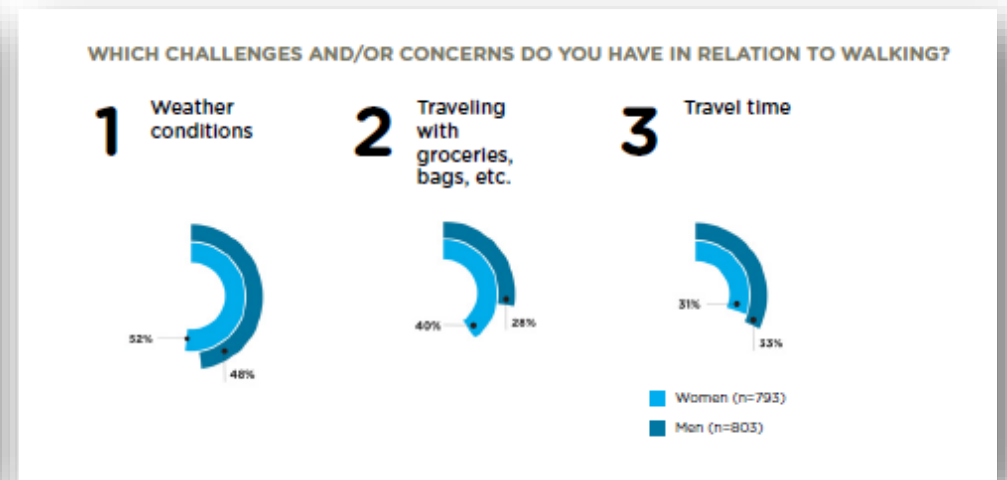


In the survey women also indicate walking as transportation in an average month more than men with 75% for women and 71% for men.²⁴

Survey in with 3500 men and women in 7 capitals show

WALKING

- More women than men associate walking with "Active" (W: 64% / M: 57%)
- More men than women associate walking with "Slow" (W: 31% / M: 37%)
- Women and men both identifies "Weather conditions" as the main challenge for walking (W: 52% / M: 48%)
- Women to a much greater extent than men identify "traveling with groceries and bags" (W: 40% / M: 28%) and "personal safety" (W: 37% / M: 31%) as a challenge and concern
- Women to a much greater extend associate walking with "Corona safe" (W: 42% / M: 31%)



Existing Data on cycling

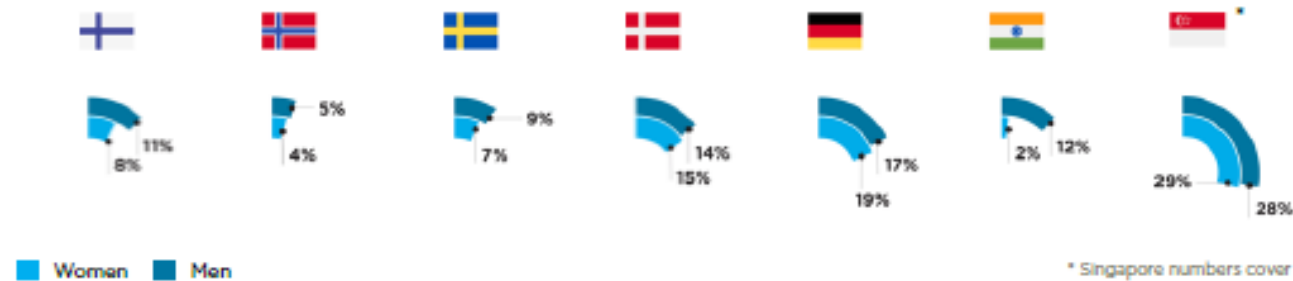
CYCLING

International data and research show that men cycle more than women - at least in cities and countries with little and unsafe cycling infrastructure. In countries with dense networks of safe cycling infrastructure like Holland and Denmark women cycle more than men.²⁵

According to Dr Jan Garrard, the share of women cycling is an indicator for how safe a city is for cycling. Research shows that women are more averse to risk than men in general and in cycling that manifests in a demand for safe cycling infrastructure as a prerequisite for cycling.²⁶

The modal split of cycling for men and women in surveyed countries is as follows:

Modal split cycling²⁷

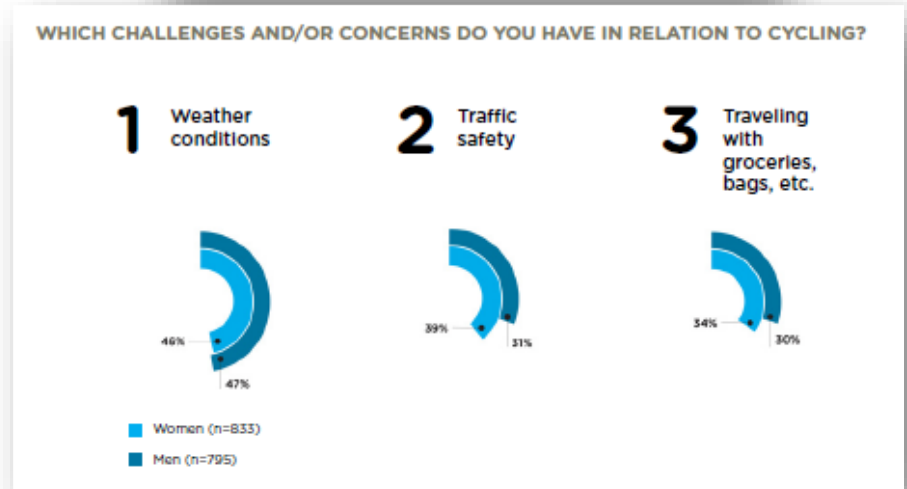
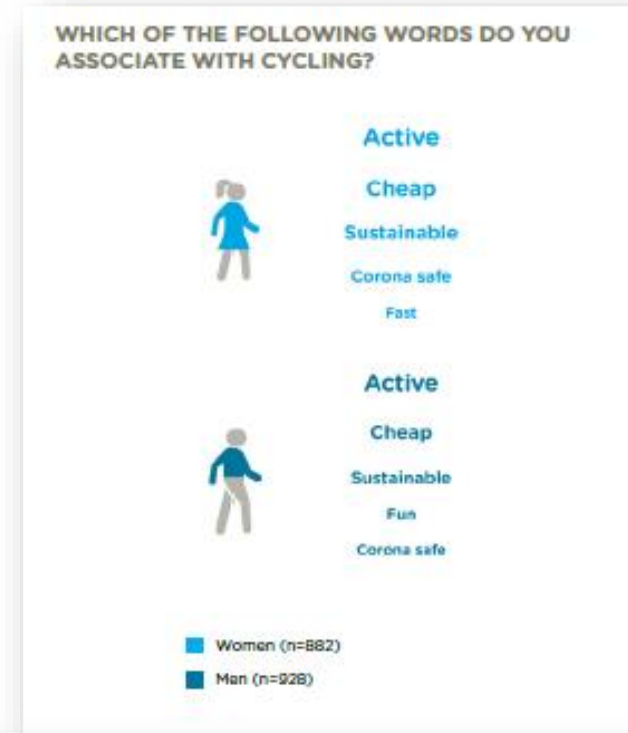


* Singapore numbers cover both walking and cycling

Data collection and Survey in 7 capitals show

CYCLING

- About 2/3 of both men and women have access to a functional bicycle
- Men rate themselves more experienced cyclists
- Women to a greater extent than men associate cycling with "Sustainable"
- In Singapore and India cycling is associated with "Fun"
- Women to a greater extent than men identify "Traffic safety" as a concern related to cycling
- Women to a greater extent than men identify "Traveling with groceries and bags" as a challenge related to cycling



Focus group interviews reveal

- 40 women in 7 capitals
- Identical testimonials about...
 - the strategies they have developed when walking and using public transport at night
 - their fears and experiences of harassment
 - how design of streets, stops and stations influences their feeling of safety and security
 - the need for safe cycling infrastructure
 - how cycling is empowering
 - how technology makes transport and mobility easier and safer

“

It would be great if Berlin could learn from cities like Amsterdam, where there's a lot of bicycle parking available. It would also be great if the bicycle paths could be separated from cars.”

MARIA

“

On the bike I can get away fast, but in the train, I'm stuck. And I often wonder if someone would interfere if a situation occurred. On the bike, I'm in control!

CHARLOTTE, COPENHAGEN

“

I usually cycle for exercise. But as a commuting mode, it is not easy for girls to shower in the office, so I do not prefer to cycle to the office. But if the facilities are more extensive, I will be willing to do it. Maybe girls find it too cumbersome to shower and make all the preparations after coming to office.

JULIA

“

Public spaces feel very different during the day and at night in the dark. In daylight narrow streets, small cozy spaces with seating areas and greenery is very nice and welcoming. But at night in the dark those places make me uncomfortable. I can't see if people are hiding there.

ANNA, COPENHAGEN

Recommendations

- Include gender mainstreaming as a strategic approach for assessing the implications of any planned action, legislation, policy or programmes for both women and men in all areas and at all levels.
- Include collection and analysis of gender segregated data in planning and design.
- Study, analyse and include data on user-needs, challenges and concerns in planning and service-design. Only by understanding the needs of the citizens can we create truly equal transport systems and mobility services.
- Don't victimize women but include safety and security in the design of the solutions – not as an add-on to cater for women as a group with special needs, but as an integral part of the project or solution.
- Implement specific and targeted measures to accommodate and include women on all levels in the transport sector. A better gender balance on all levels of the transport sector is a prerequisite for a more equal, safe, inclusive and sustainable transport and mobility.

POLICY AND STRATEGIES

- Include gender mainstreaming as a strategic approach for assessing the implications of any planned action, legislation, policy or programmes for both women and men in all areas and at all levels.
- Identify and include a broad spectrum of stakeholders when developing policies and strategies and make sure different needs are represented
- Develop an EDI policy (Equality, Diversity, and Inclusion) and make sure it's reflected in all practices and processes e.g. procurement, planning and design

PLANNING AND DESIGN

- Study, analyse and include user-needs, challenges and concerns in planning and service-design. Only by understanding the needs of the citizens can we create truly equal transport systems and mobility services.
- Provide the right services, at the right time at the right place for the right users

SAFETY AND SECURITY

- Don't victimize women, but include safety and security in the design of the solutions – not as an add-on to cater for women as a group with special needs, but as an integral part of the project or solution
- Prioritize, provide, and maintain basic infrastructure for walking and cycling and secure public transport

DATA COLLECTION AND ANALYSIS

- Include collection and analysis of gender segregated data in planning and design.
- Review existing data collection methodologies and assess if they properly identify and include gender differences in travel patterns, mode choices and trip purposes
- Analyse the collected data with a gendered lens and incorporate the findings in projects and solutions
- Complement quantitative methods of data collection with qualitative methods and recognize the value of qualitative data
- Include gender and social impact assessments (SIA) as part of the planning process just like other studies of traffic or environmental effects
- Include gender impacts in cost-benefit analysis
- Carry out feasibility studies before and post-feasibility studies after projects to study who the users are, how they are using the facilities and why other groups are not users and how to improve.
- Make sure data collection is transparent and fulfilling gaps

DIVERSITY AND INCLUSION

- Study why women do not find the transport and engineering sector attractive.
- Implement specific and targeted measures of change to accommodate and include women on all levels in the transport sector. A better gender balance on all levels of the transport sector is a prerequisite for a more equal, safe and inclusive transport and mobility.
- Include gender differences, data gaps and unconscious bias in the curriculum for engineering and transport planner students
- Be conscious about the gender balance when putting together transport project teams, groups, committees, advisory boards and the like
- Keep an open mind, listen, learn, and change procedures and practices when needed