

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE

2022

30 November
1 December, 2022
Brussels, Belgium



#POLIS2022

Gender Equal Mobility: Beyond The 'Vulnerable Users' Paradigm

A deep dive into creating a gender equal transport sector which caters for gendered mobility needs

Our speakers

Moderator: Isobel Duxfield

- ***Gender mainstreaming in cities: Applying the gender safe parking standard to micromobility parking-*** Grace Packard, VOI Technology
- ***Creating safe streets for all by fighting the gender imbalance in urban mobility-*** Kate Barnes, TIER Mobility
- ***How can an operator develop an academy providing the skillset for tomorrow and focusing on gender equality?-*** François Hoehlinger, Troopy
- ***Gender balance in the transport sector: A toolkit for change-*** Heather Allen, Median SRL



What is 'gender equal' transport?



voi.

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CITIES AND REGIONS FOR TRANSPORT INNOVATION

Gender mainstreaming in transport

A gender safe parking standard

December 2022

Cities made
for living



Gender Equity In Transport

- Voi operates at the intersection of both the **tech** and **transport** industries; two industries with documented systemic gender biases.
- We have a tremendous responsibility to ensure our **service and workplace** advances gender equality, freedom of movement, and inclusion for people of all genders.
- Change starts in the workforce, extending to operations and then to transport users

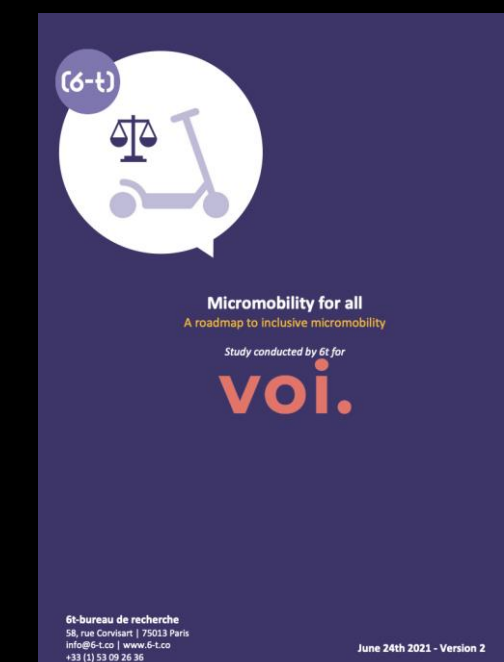
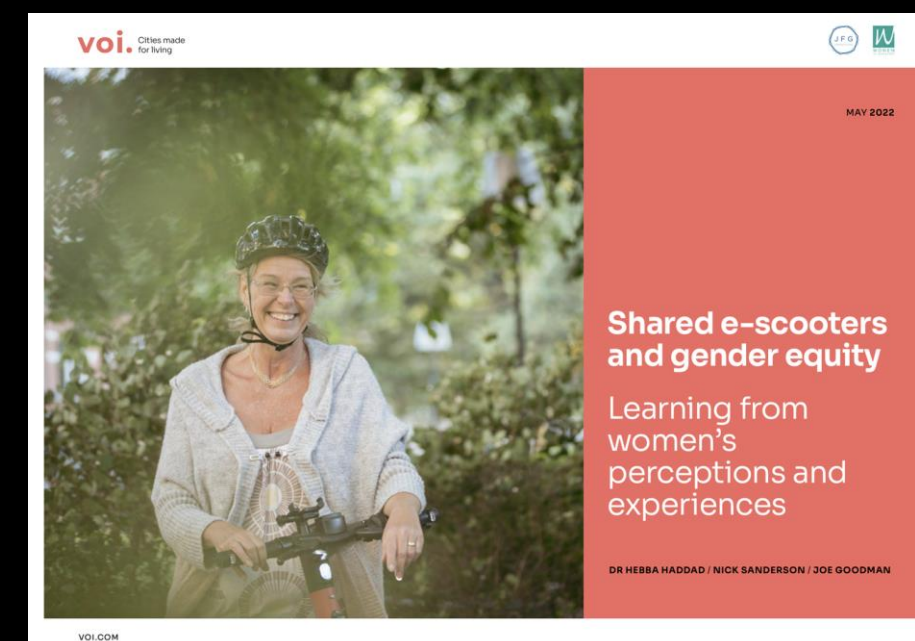




What have we learnt?

Research: Gender Equity in E-scooter use

- In the past few years, a pattern of gender imbalance has emerged from shared e-scooter use: **women are much less likely than men to use them**. Global female ridership numbers are at 25% with Voi female ridership at 28% (Voi Global Survey 2022)
- We commissioned **Women In Transport** to help us understand the imbalance and to support Voi in delivering on it's roadmap an **inclusive transport service**.
- Apply those learnings!



Developing the Gender Safe Parking Standard

Ground-level actions

We conduct a **technical assessment** of all parking locations based on agreed quantitative and qualitative metrics mapped to a number of indicators. These include:



Metric	Score				How to measure (best)
	3	2	1	0	
1 Motorised vehicle speed	When motorised traffic is travelling at its fastest the majority of vehicles are travelling below 20 mph	When motorised traffic is travelling at its fastest the majority of vehicles are travelling at 20-30 mph	When motorised traffic is travelling at its fastest the majority of vehicles are travelling at 30-50 mph	When motorised traffic is travelling at its fastest the majority of vehicles are travelling at 50+ mph	ada
2 Volume of motorised traffic	There are 100 or fewer vehicles in the peak hour (both directions)	There are 200-499 vehicles in the peak hour (both directions)	There are 500-999 vehicles in the peak hour (both directions)	There are more than 1000 vehicles in the peak hour (both directions)	ada
3 Mix of vehicles	No large vehicles use the street	The proportion of large vehicles is less than 2% of motorised traffic in the peak hour	The proportion of large vehicles is 2-5% of motorised traffic in the peak hour	The proportion of large vehicles is greater than 5% of motorised traffic in the peak hour	ada
4 Cycle safety at junctions	Assessing the poorest performing junction for cycle safety, 80% or more of all movements are assessed as green under the Junction Assessment Tool (JAT 1.0)	Assessing the poorest performing junction for cycle safety, 60-79% of all movements are assessed as green under the JAT	Assessing the poorest performing junction for cycle safety, there are no red scores under the JAT	A red score under the JAT has been recorded on one or more of the movements at any of the junctions on the street	ada
5 Ease of crossing side roads	The weakest side road has a narrow, tight junction geometry such that a turning motorised vehicle must slow down to less than 10 mph but not at a red traffic light	The weakest side road has a narrow, tight junction geometry such that a turning motorised vehicle must slow down to less than 10 mph but not at a red traffic light	The weakest side road has a narrow, tight junction geometry such that a turning motorised vehicle must slow down to less than 10 mph but not at a red traffic light	The weakest side road is missing at least 1 dropped kerb or dropped kerbs are not on the desired line	ada
6 Ease of crossing between junctions	See table for scoring criteria: facilities between junctions	See table for scoring criteria: facilities between junctions	See table for scoring criteria: facilities between junctions	See table for scoring criteria: facilities between junctions	ada

Macro-level

Location

Access to segregated infrastructure

Density of parking hubs with 1km radius

Micro-level

Lighting

Character of space (openness, footfall, visibility, infrastructure quality)

Ease of access

Wayfinding

Developing the Gender Safe Parking Standard

How is it applied?

Principle	Score 1	Score 2	Score 3	Assessment	Yes	No
Location	Score 1 description	Score 2 description	Score 3 description			
Lighting	Score 1 description	Score 2 description	Score 3 description			
Security	Score 1 description	Score 2 description	Score 3 description			
Accessibility	Score 1 description	Score 2 description	Score 3 description			
Information	Score 1 description	Score 2 description	Score 3 description			
Other	Score 1 description	Score 2 description	Score 3 description			

- This is a tool for Voi Operations to use to make a **basic assessment** of a parking hub based on gender inclusive parking principles
- Each principle requires the assessor to **score** the parking hub based on how inclusive the hub location is, guided by the descriptions in each score box
- Importantly, it is not appropriate to assess a parking spot without **visiting it**



Developing the Gender Safe Parking Standard

Our commitments

- We commit to training all operations staff, across all countries on the Voi Gender Safe Parking Standards by Q2 2023
- We will ensure that 95% of parking locations controlled by Voi will meet the standard by Q2 2023
- We commit to continuing to drive forward greater gender inclusivity across our workforce and operations



voi. Cities made
for living

Grace Packard

Senior Public Policy Manager

grace.packard@Voi.com

**What does 'safety' mean
to you?**



Addressing the gender imbalance in Urban Mobility

Kate Barnes

Head of Public Policy
TIER Mobility

November 2022

TIER





Introducing TIER

Our purpose

CHANGE MOBILITY FOR GOOD



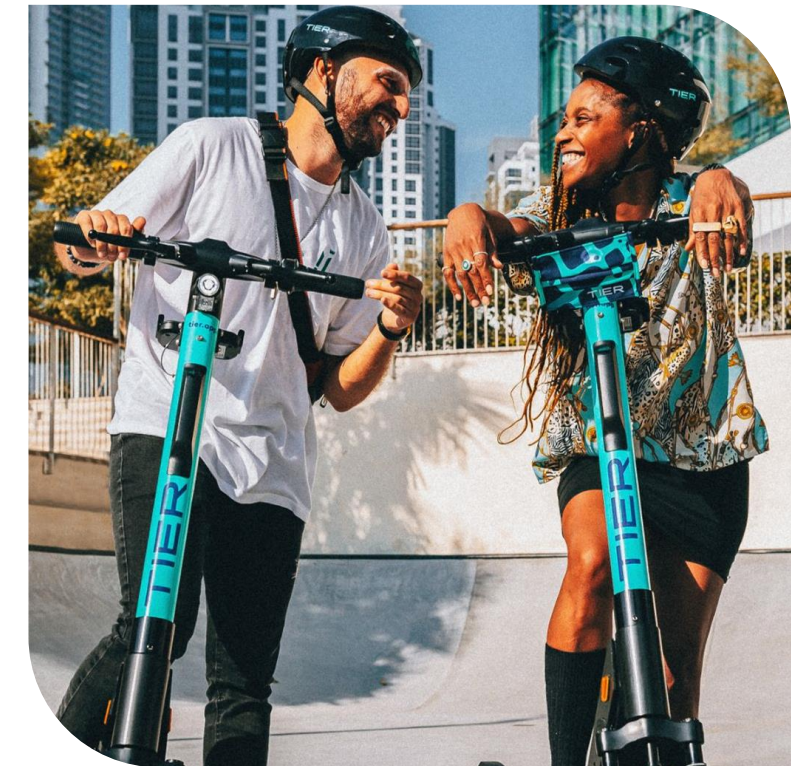
Introducing TIER

TIER Mobility

- **Leading multimodal European** micro-mobility operator
- **Founded** in 2018, **1,400+** Employees
- **First** climate-neutral operator
- **Acquisition of European bikeshare leader Nextbike** to create Europe's largest and most diverse micro-mobility provider



1350,000 vehicles



TIER and micromobility's role in the sustainable mobility transition:

- Replace cars with a **multimodal offering**
- Act as an **extended arm to public transport**
- Continuously **improve environmental performance**
- Shaping sustainable **urban environments**



33

countries

560+

cities



Understanding the mobility needs of women

Understanding the mobility needs of women

TIER's research with Safe and the City

- Study designed to understand **women's safety concerns** and explore how safety for women in public spaces might be achieved.
- Multi-regional study of over **800 women** across the UK & Germany. Consisting of both users and non users of micro-mobility.
- Aimed to inform TIER's initiatives to improve women's safety and provide insights on **how cities and public spaces can be designed**, to help meet the urban mobility needs of women.



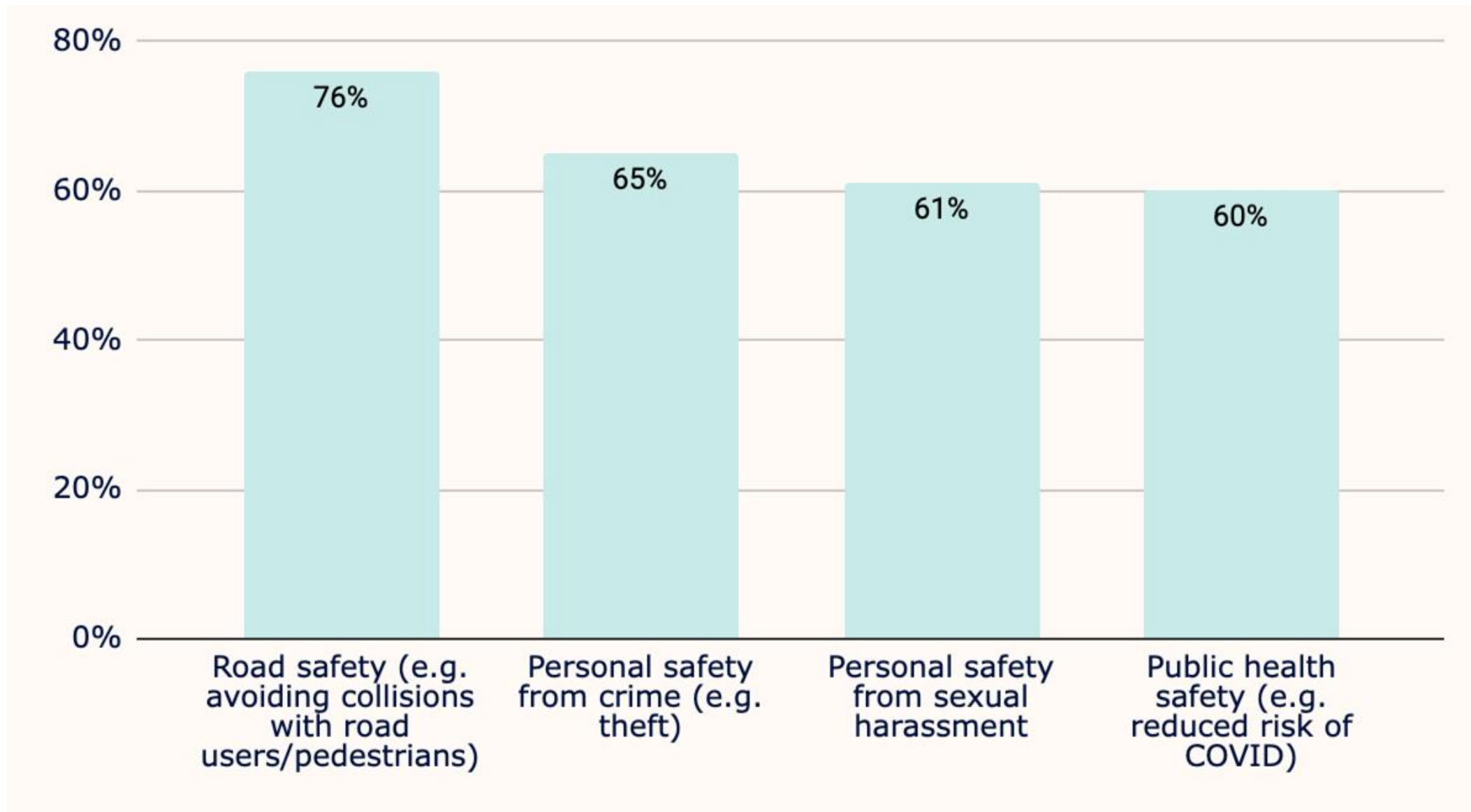
TIER

| Safe & the City

Key research results

Micro-mobility Safety perceptions are complex

What does safety mean to you when deciding on a mode of transportation? *UK*



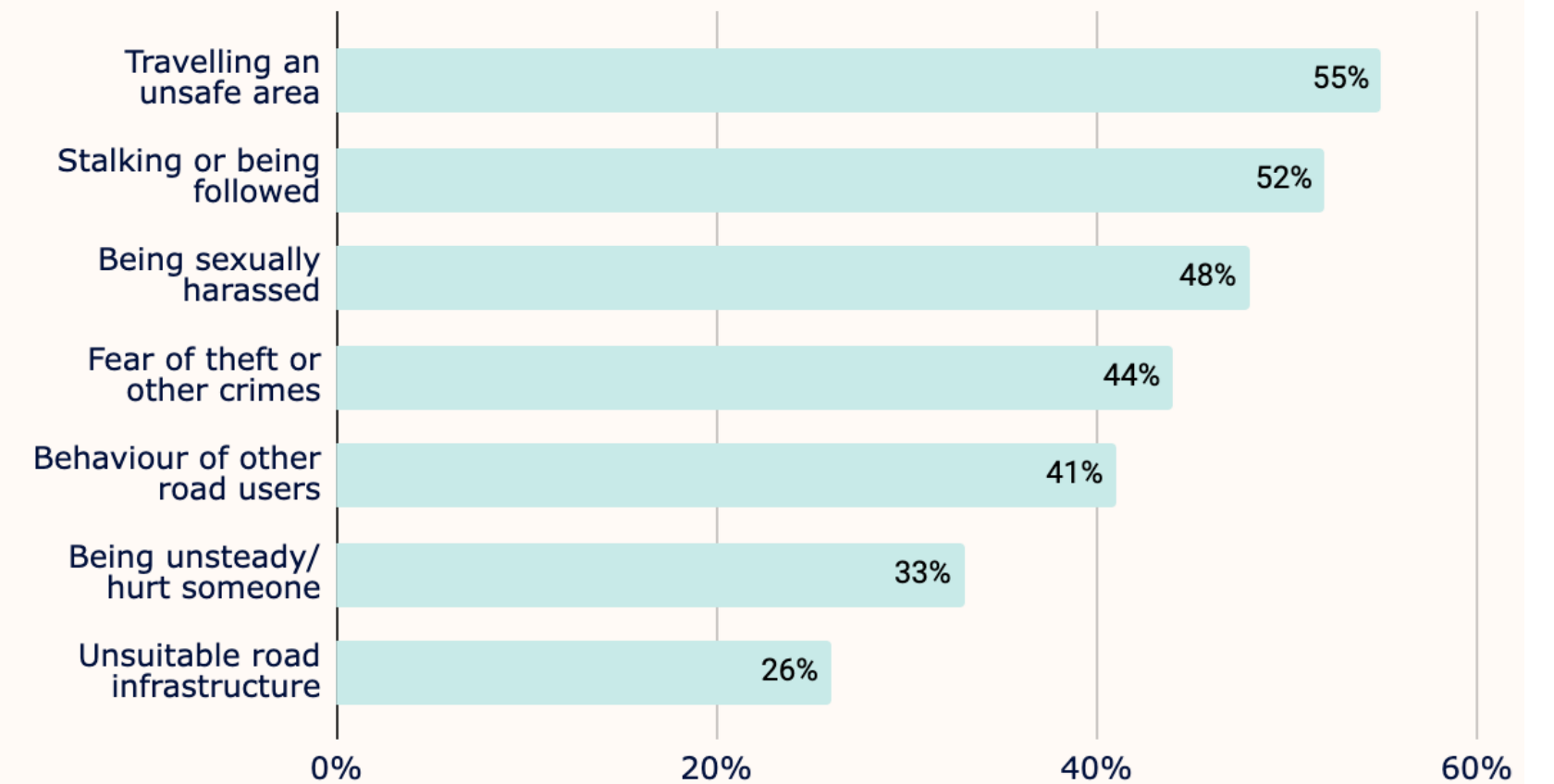
*“You see **mostly men on scooters**, not a lot of women using them. It's a cultural thing: we **women always hear** from our parents that **we can't drive** and so on. This is something that we learn from the very beginning of our life and this is the reason why a lot of women **don't trust themselves to use a scooter.**” P4, Berlin*

*“In most cases, **I'll use a scooter if I have to get to public transport** - that's actually faster. So **during the day**, I will hop on an e-scooter **no problem.**” P1, Berlin*

Time of day impacts safety perceptions

- In the UK **73%** of women would feel safe riding during the day, at night this drops to **3%**.
- In Berlin, **66%** women in the UK would feel safe riding during the day, at night this drops to **10%** respectively.
- CCTV was key to making women feel safer in London when using a shared e-scooter at night (57%).
- Visibility to others was also highly valued (54%), as well as a well-lit route (51%).

Mental safety concerns riding e-scooter at nighttime



Public space design impacts safety perceptions

*“Own experience late at night: **e-scooter was parked in a dark car park behind a building where a group of drunken youths were.**”*

P6, Berlin

*“It's one of the **biggest parks in Berlin** - and half of it is **literally in complete darkness**. I don't even like going through there when it's completely dark because it's just like a gamble.”*

P1, Berlin

*“I think we need more **cameras. And definitely more lights** - there are some streets in my area that are kind of very dark.”*

P2, UK



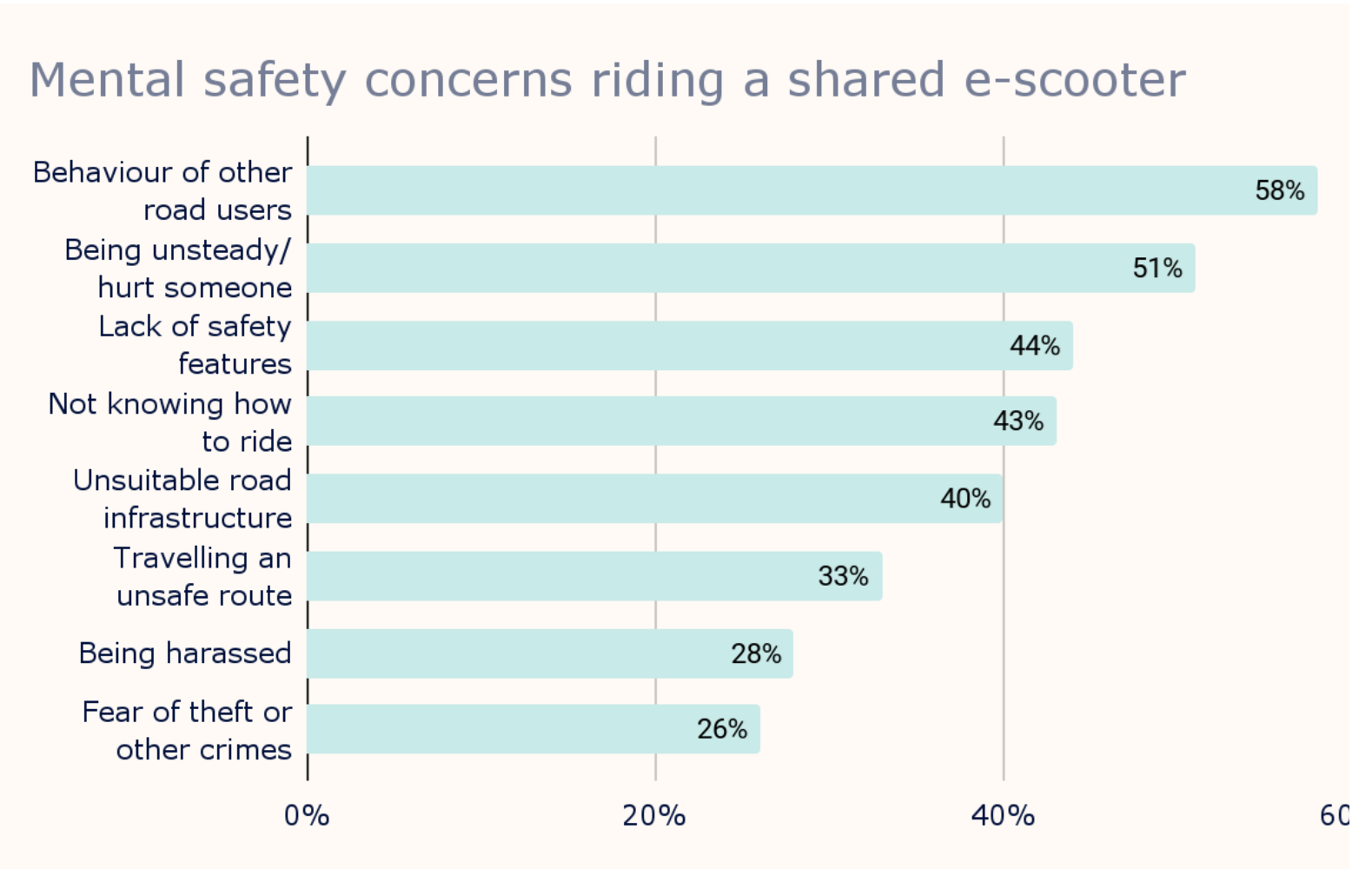
Safety concerns differ, depending on the phase of the trip

Picking up or dropping off an e-scooter

- 31% of women are concerned by a lack of lighting in parking areas. This was higher for women with disabilities.
- 25% of women are concerned by being stalked or followed

Riding an e-scooter

- The behaviour of other road users was the the main concern when riding an e-scooter. Higher micromobilty adoption reduces this perception.
- A third (35%) of women in Berlin were concerned about how the e-scooter felt on road infrastructure not designed for micromobility.



Recommendations for cities and operators

Women are interested in micro-mobility options:

Demand is growing. Two thirds of women in the UK would try an e-scooter if available.

Urban safety concerns at night need to be addressed:

To ensure women feel safe using a variety of transport modes.

Transport should be designed with women in mind:

The comparative speed of the industry means the needs of underrepresented groups can be addressed.

Solutions need to be localised:

Perceptions of safety differ, depending on the ride phase, time, location and level of adoption. Localised solutions are key.

Gender inclusive training is required:

71% of women in the UK agreed that training would improve how safe they felt.

Gender inclusive vehicle designs:

Safety interventions, vehicle adaptations, product features can help women feel more confident to use new modes of transport.



Thank you!

Ambassador for Diversity in Transport



What do you think the biggest barrier or challenge for women in your organisation/ transport sector is?

1. Lack of education/ training opportunities
2. Lack of flexible work opportunities
3. Lack of (or inflexible) maternity/ childcare provision
4. Working cultures (stereotyping, recruitment bias)





**THERE IS A NEW SHERIFF
IN THE TOWN OF MOBILITY**

TROOPY, THE GAMECHANGER ON THE MARKET

An evolution towards full-fledged electric offer in Europe



New Yamaha Neo's L1e - Troopy version - Non official picture

Yamaha Neo's electric (eq. 50cc)

Troopy partners with Yamaha to provide a **whole new scooter L1e** called Neo's, perfect combination of technology & security, developed in Yamaha's research center in Japan.

Kit sharing development & IOT box integration are integrated within Yamaha own factory MBK in France.

Troopy will deploy 1.600 scooters in 2022 and 2.500 scooters in 2023.

To **exploit complementary opportunities**, Troopy has strong contacts with major e-scooter producers (Yadea, Askoll, Govecs, RedElectric) and can easily deploy additional fleet to supply any need and not be blocked.

New L1e provide the lowest energy consumption on the sharing market (31 Wh/km).

Yamaha E01 electric (eq.125cc)

Troopy partners with Yamaha to provide a complementary and intermodal offer with E01 L3e scooter in Paris.

Troopy will be the only company in Europe to test the new L3e and its fast recharge system through revolutionary Shademo fast- charging stations.

Troopy will deploy 150 scooters to test & learn about complementarity of its offer and supply Paris city with another option to make the city greener and less noisy.

Working hand in hand with Yamaha and other L3e providers, **Troopy will collect data and exploit** the possibility to extend its portfolio.

New Yamaha E01 L3e - Troopy version - Non official picture



WHERE WE ARE DRIVING

Troopy accelerates its growth with additional revenue streams



Becoming an Electrification leader & Repairing batteries: Generate additional revenue streams

Troopy will focus on the profitability of its operations and its capacity to electrify the network without losses or empty kilometers :

- Electrifying swappable batteries with containers and convenience store strategy
- **Becoming battery reparation experts**
- Creating swappable charging walls in city centers
- Standardize charging e-hubs including the fast charging Shademo developed with Yamaha

From there, Troopy will seal strategic partnership to become an intermediary provider of technology & operations.

Data as a commodity: Deploy data acquisition funnels

Troopy will put maximal effort in data gathering through all the streams and vehicles possible to better understand uses and intermodality.

Data integration and use in the whole Europe will help better understand behavior, road safety (*mapping*), urban security through smart data and unifying the role of operators and data aggregator.

Reconditioning to create additional stream

Troopy is proposing reconditioned mopeds after extensive free-floating usage, to enable BtoC customers to have access to affordable e-mopeds.

Potential : 500 mopeds first year (*additional 300K€ / 3mi€ in 5*



WHERE WE ARE DRIVING

Troopy solidifies strong partnerships to create the future of Mobility



Troopy Energy Solutions

Troopy deployed a charging stations network in Paris city center, partnering with iconic SAEMES parking owner.

Troopy is now providing CHAdeMO LEV fast charging station and will extend this expertise with other major stakeholder to include energy management in major cities.

The objective is to massify L3e usage through by creating charging stations network in major cities in Europe.

Troopy Second Life

Troopy collaborates with Paris city and Yamaha dealers to collect, retrofit or recycle old thermic mopeds.

Developing retrofitting skills will allow Troopy to provide second-hand e.mopeds in the BtoC channel, with the support of European Greentech Alliance.

Troopy second-life will also allow to recondition old EV fleets to provide BtoC

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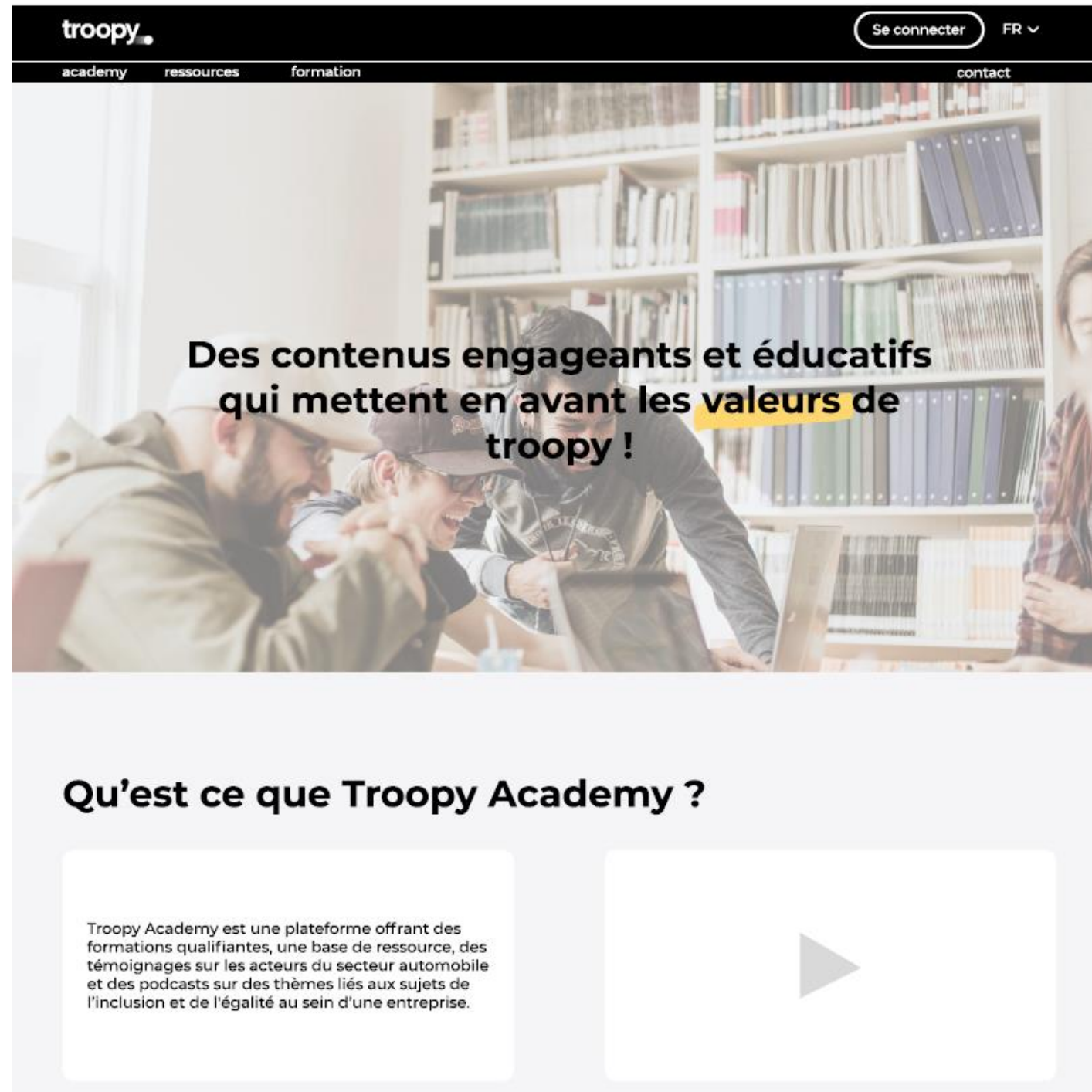
Internal document, 2022



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TROOPY ACADEMY : A collaborative platform

A self-learning tool to better educate and raise awareness



troopy

Se connecter FR

academy ressources formation contact

**Des contenus engageants et éducatifs
qui mettent en avant les valeurs de
troopy !**

Qu'est ce que Troopy Academy ?

Troopy Academy est une plateforme offrant des formations qualifiantes, une base de ressource, des témoignages sur les acteurs du secteur automobile et des podcasts sur des thèmes liés aux sujets de l'inclusion et de l'égalité au sein d'une entreprise.

An internal self-learning platform

Implementation of an internal self-learning platform, accessible to all employees.

This content is updated every 60 days to allow for a maximum of content such as:

- Equality at work (*salaries, HR*)
- Values and respect
- The Art of Performance
- Share

Snackable content

Creation of "snackable" content in order to be able to consume quickly and to quickly grasp the major themes:

- Blog
- Video interviews
- Videos
- Podcasts

These videos are made available in their entirety and in 60 second format.

Interviews to better understand the world

In order to better understand the world, Troopy Academy offers interviews with personalities who express themselves on these structuring themes for the life of a company: :

- Companies CEOs
- Philosophers / Autors



François Hoehlinger

Deputy CEO

EMLYON/ 33 years old
Ex-Simon-Kucher & Partners
Ex-Flixbus

Divya Gagnerons

Chief People Officer

Paris-La Sorbonne / 33 years old
Ex-Areva
Ex-Bolloré

Philippe Bailly

Head of Marketing

Paris Nanterre / 48 years old



Axel Vilaseca

Chief Executive Officer

HEC / 58 years old
General Manager Groupe Chapat
for 25 years
CEO of Troopy for 5 years

Vincent Champromis

Chief Financial Officer

INES / 41 years old
15 years at Groupe Chapat

Frédéric Jalles

Head of Operations

Ecole Centrale de Nantes / 38
years old
Ex-SNCF Mobilites

What is YOUR organisation doing?

1. Mentoring
2. Education and training opportunities
3. Gender bias training for managers/ colleagues
4. Policies tackling harassment in the workplace
5. Networks (women's networks, parents' networks, LBGTQIA+ networks)



Women on the move: Tackling transport's gender gap



 **FOUNDATION**

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SUPPORTING WOMEN IN THE TRANSPORT SECTOR:
A TOOLKIT FOR CHANGE

A long way to go... and change too slow!

Women make up only around 20% of the transport workforce in the EU & an even lower proportion of its management. Closing this gap is a crucial step in meeting skills gaps while pursuing wider gender parity goals.

Women's labour force participation is dropping, and **five million fewer young women** will be employed in 2022 compared to 2019.

Women make up just **15.5% of ministers with transport portfolios** across the 27 EU Member States.

Women walk and use public transport more than men but this is changing as incomes increase.



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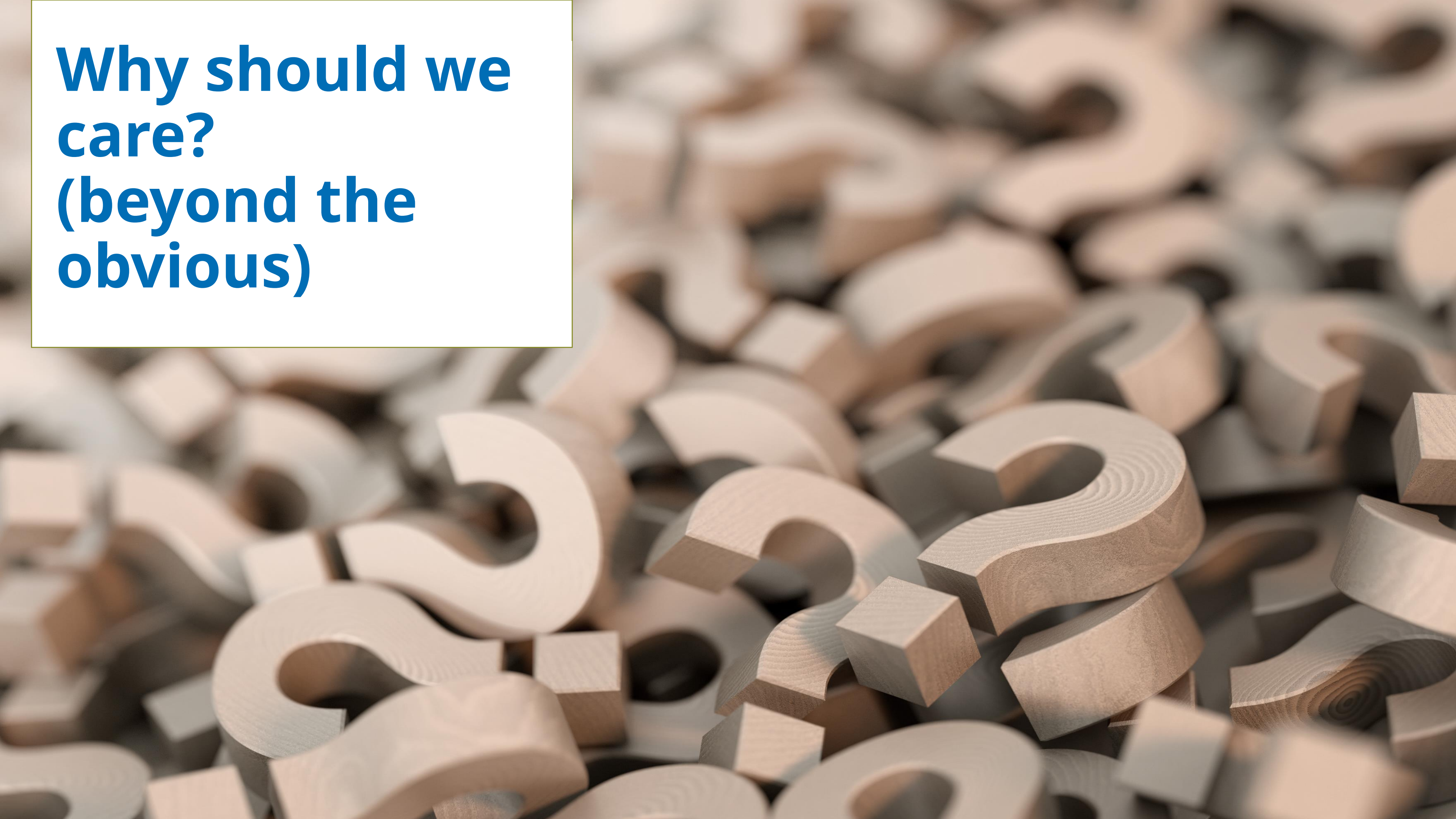
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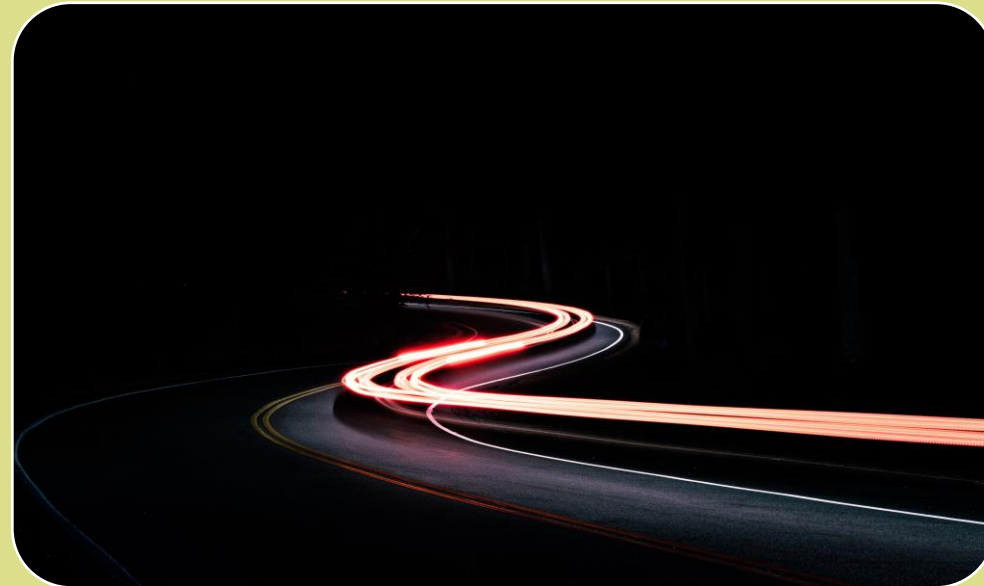
**Why should we
care?
(beyond the
obvious)**





Worker shortages

425,000 truck driver positions, or 10% of the total remained unfilled 2021. Forecast to jump to 14% by the end of this year



Need for innovation

1/3 of STEM students are women... how will we achieve 'smart solutions' without added brainpower!



Digitisation & work

160 million women globally may need to transition between occupations as automation accelerates & women hold more client facing jobs than men



Not just in transport... the wider picture

Women's labour force participation dropped, and 5 million fewer young women will be employed in 2022 compared to 2019.

10% of women in the UK had left their job because of symptoms of menopause, with many respondents passing on promotion opportunities or reducing their hours

Women account for 17% of new researchers

Just 4.6% of bilateral allocable ODA goes to programmes where gender equality is the main objective



Role of legal & policy frameworks

PROGRESS ON THE SUSTAINABLE DEVELOPMENT GOALS
THE GENDER SNAPSHOT 2022



UN WOMEN

WOMEN COUNT

United Nations
Department of Economic and Social Affairs

“The pace of reform has been far too slow; at the current rate, it may take up to 286 years to secure such overarching legal frameworks”

Progress on the Sustainable Development Goals: The gender snapshot 2022

NEW! 40% quota of Women on Corporate Boards throughout the EU



A long way to go!

Only 4 of 52 countries with data for 2019- 2021 have legal frameworks, including customary laws, that guarantee women's equal rights to land ownership and/or control

178 countries maintain legal barriers that prevent their full economic participation.

Parity?

86 countries, women face some form of job restriction and 95 countries do not guarantee equal pay for equal work.

The global average Women, Business and the Law score is 76.5 out of 100, indicating that a typical woman has just three-quarters of the rights of men in the areas measured



Weak evidence base



Project overview

Evidence on

Evidence on best practice and practical changes in regulations, laws and other structures to support women to Take up decent and secure work opportunities that challenge occupational segregation.

Identify

Identify employer, transport authority and government responsibility to enable women to acquire the skills they need in order to secure those roles

Transfer

Identify scope for replication and change locally, nationally and globally to increase the diversity and gender balance within the sector (all modes and regions).



What do we want to achieve?

Practical guide/toolkit in a useful, condensed and engaging presentation for SUM4ALL & wider transport community (it will be recognised as a deliverable from the Gender Working Group & should add value to the GRA)

Highlight examples at global, regional, national, local and organisational levels that can be scaled & replicated

Cover a broad range of mobility sectors (public transport, automobile, new & shared services, freight, maritime, taxi)-Associations & Representative bodies, networks, unions, local authorities

The project goals

Stimulate & accelerate transformational change
Prompt further conversation with outreach of project

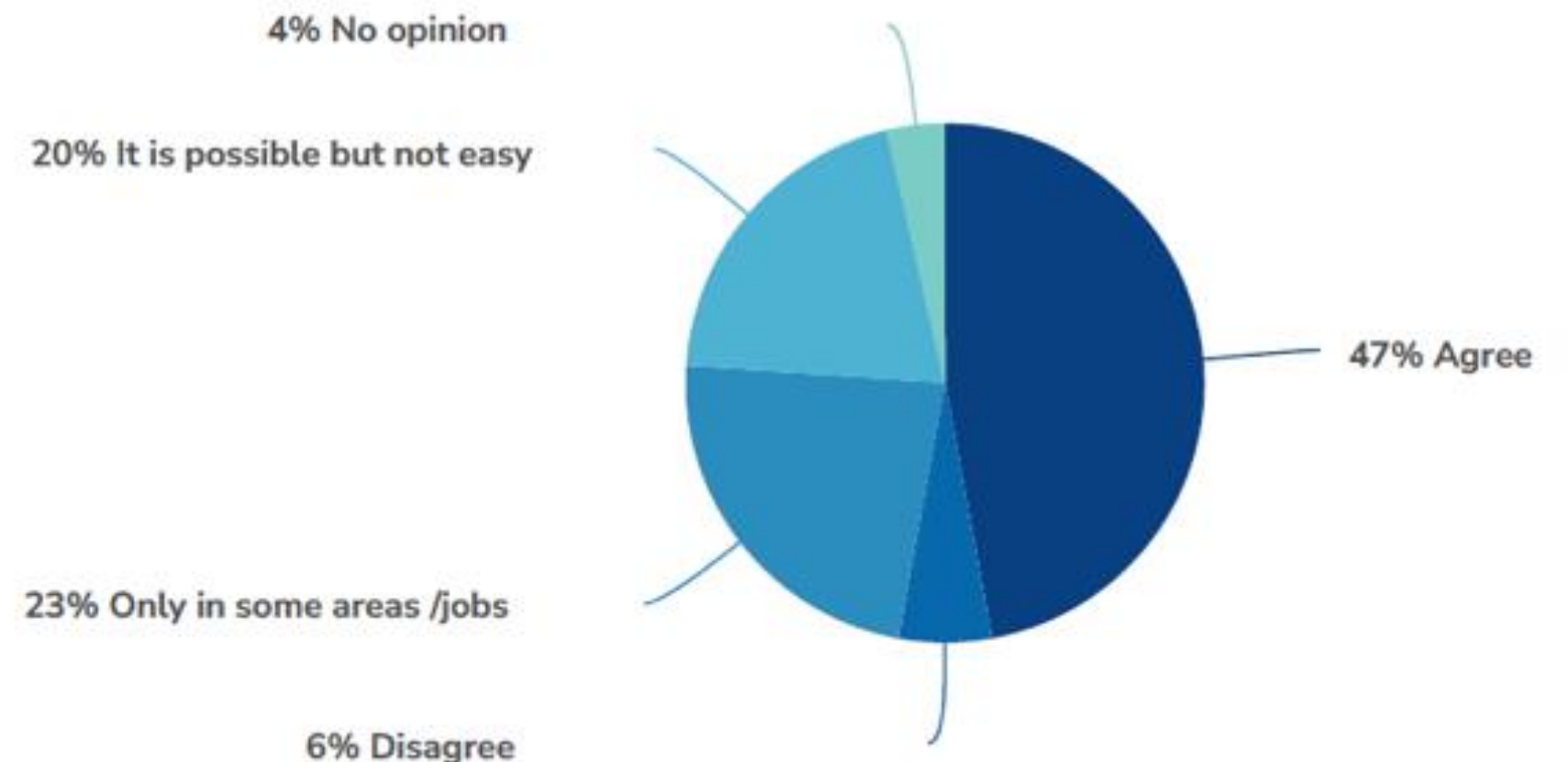
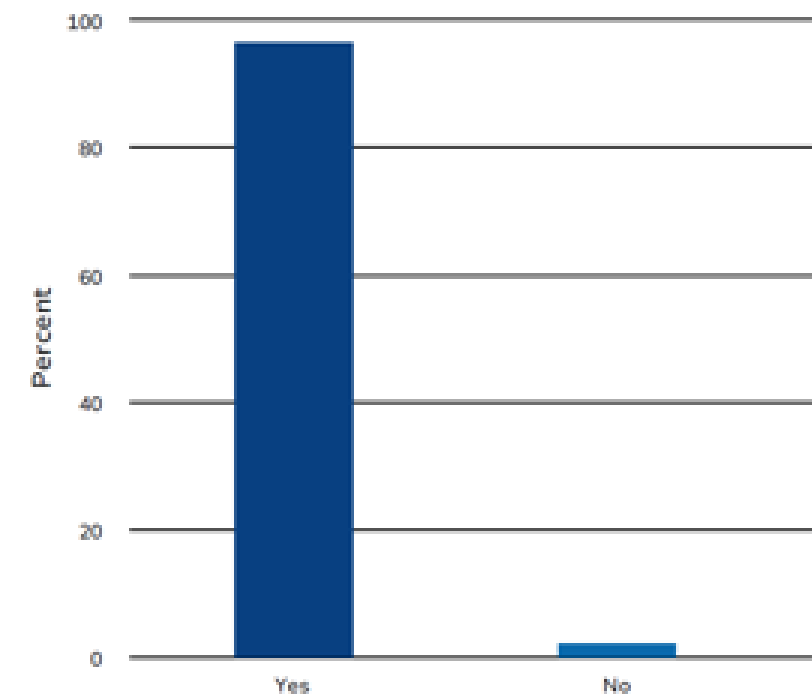
Global with practices from across the world.
Develop 'sharp' statistics (short & appropriate) that can be widely used to help highlight the need to encourage greater diversity in all aspects of transport



Findings so far!

In your view, should we be looking to increase diversity in the transport workforce?

Would you agree or disagree that women can easily join and work in the transport sector if they have the right qualifications?



Main points of interest

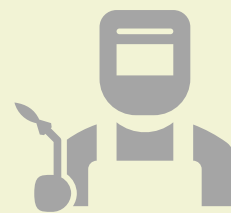
- ✓ 50% of respondents take a conscious decision to work in transport but 50% do not and “fall into it”.
 - ✓ Culture, bias and stereotypes are major barriers to career progression
 - ✓ Workplace cultures have not changed to suit women, they are asked to fit into a masculine world.
 - ✓ The ways jobs are advertised and recruitment is conducted induces bias
 - ✓ Caring roles continuing to restrict entry and progression – especially the opportunity for part time work at key life stages for women
 - ✓ Education is still biased against women and girls progressing in STEM subjects.
1. Gender stereotyping remains strong for certain jobs
 2. Lack of childcare provision
 3. Discriminatory work cultures
 4. Glass ceilings and restricted career options



Translating policy into action – a growing number of examples!



EMT Madrid has partnered with the electricity company Iberdrola and Comillas University, to create a **Chair for the promotion of women in STEM** vocations; conducting roundtables, organising site visits for students, and publishing key reports.



Michelin, a leading global automobile R&D company, runs **anti-stereotype training for new apprentices** to encourage students to avoid typecasting and select different career paths.



MAERSK '**Return to Work**' programme gives onshore employees the opportunity to **work 20% less hours at full contractual pay** within the first year of childbirth.



WOMEN IN TRANSPORT



Contribute to a study on gender inequality by filling in a **survey** on barriers faced by **women working in the transport sector**. Scan the QR code below!





Isobel Duxfield: iduxfield@polisnetwork.eu

Heather Allen: heather@heatherallen.co

Panel discussion

1. What is the next step for creating safer streets for women? What do cities need to do now?
2. What lessons/learnings does the work being conducted by the micro-mobility sector have for others seeking to mainstream gender?
3. Why do you think transport has the **gender imbalance** it does? What are the key **barriers to entry**?
4. To make a change, what could each audience member do **today** in their workplace to create a more inclusive/ equitable environment?



Thank you for your attention!

For questions:

iduxfield@polisnetwork.eu

