

GENDER MAINSTREAMING DONE RIGHT!

Moderated by Rita Jacinto, Lisbon City Council
Featuring Linda Gustafsson, City of Umeå,
and Remke Palsma, Cities Northern Netherlands

WHAT IS GENDER MAINSTREAMING?

The Council of Europe defines gender mainstreaming as an **approach to policy-making that takes into account both women's and men's interests and concerns.**

For urban mobility, this means comprehensively taking into account **gendered travel patterns**, experiences of **safety** and **security**, **vehicle design**, and other aspects which shape **transport choices and experiences for women**, while understanding their relationship with other axes of identity.



GENDER MAINSTREAMING IS NOT IN THE BAG (YET)

Recognising, understanding, and designing for **gendered mobility needs** are complex tasks that require:



DATA



RESOURCES

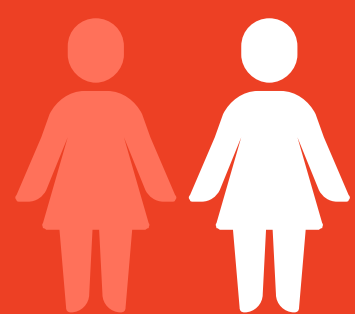


POLITICAL
WILL



CROSS-DISCIPLINARY
COLLABORATION

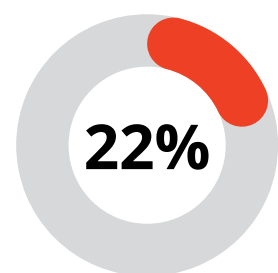
From **Vienna** and **Umeå's** redesign of public space to **Transport for London's** 'Report it to stop it', **Safe.Brussels**'Join the Fam', and **Manchester's** 'Is this Okay' campaigns, there has been a range of initiatives to challenge the ways mobility ignores and indeed further marginalises women. But what about **Small and Medium-sized Cities (SMCs)**?



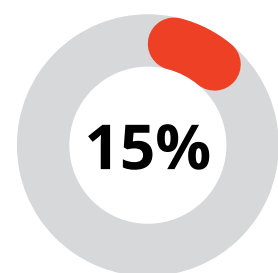
AN AVERAGE OF ONE EVERY TWO
WOMEN REGULARLY EXPERIENCE
GENDER-BASED VIOLENCE ON
PUBLIC TRANSPORT *

* Source: Gender-Based Violence on Public Transportation - A Review of Evidence and Existing Solutions, James Leal Williams, Annmar A. Malik, Sara McFarquhar, June 26, 2020

OTHER (GRIM) STATISTICS:



WOMEN WHO WORK IN THE
TRANSPORT SECTORS



EUROPEAN CAPITALS
LED BY WOMEN MAYORS

OVERLOOKING WOMEN, OVERLOOKING ALL

Cities of the Northern Netherlands and the **Groene Metropoolregio Arnhem Nijmegen** researched the main obstacles to gender mainstreaming in the cities of Assen, Arnhem, Emmen, Groningen, Leeuwarden, and Nijmegen.

The research revealed that **inadequate lighting** and **walking infrastructure** see a huge drop in women's feelings of **safety at nighttime** — in Emmen, Assen, Arnhem, and Nijmegen, this was half compared to men.

Also, a **lack of access to public restroom facilities** significantly affects people's ability or willingness to use public space.



A CITY FOR WOMEN

Umeå (Sweden) sees gender mainstreaming as an **integrated part of the municipality's organisation and daily management** — this allowed Umeå to become a city for women by:



DESIGNING BETTER SPACES

New pedestrian and cycling spaces have been designed, as well as a broader and a better-illuminated **station tunnel** with additional entrances



CREATING TARGETED CAMPAIGNS

Men travel less-sustainably than women, which means that the city had to develop **ad hoc campaigns** to shift transit choices and travel behaviours



COMMITTING PERMANENTLY

In 1994, the city set up a permanent **Gender Equality Committee (JUSK)** — it also appointed a permanent **Gender Equality Officer**



SHIFTING MOBILITY PLANNING

Women often **bike in the morning** to fulfill their caretaking role: this called for a change in snow-clearing schedules to address cycle lanes first and not roads

NEVER WALK ALONE

Gender mainstreaming action requires coordination between **national and international policy agendas** and **local decision-making**. Also, the collaboration with **local grassroots organisations** and **between cities** may secure a better understanding of the intersectional needs of inhabitants and enhance local measures.

KEY TAKEAWAYS

1. **Equality is not a competition, so partner-up:** Find out what your peers are doing, explore the potential for collaboration and establish a dialogue with them;
2. **Support is available, just look for it:** Benefit of projects and programmes available to support cities in their journey towards gender mainstreaming;
3. **Accept that mistakes are part of the journey:** There will be many false starts and it is key to understand there is no linear path to gender mainstreaming;
4. **Understand that 'Gender' is a stepping-stone towards many actions cities wish to take:** Presenting this angle to decision-makers is key for buy-in;
5. **Make disaggregated data happen:** Ask as many questions as possible and acknowledge the existing diversity to avoid excluding any gender during the process.

