

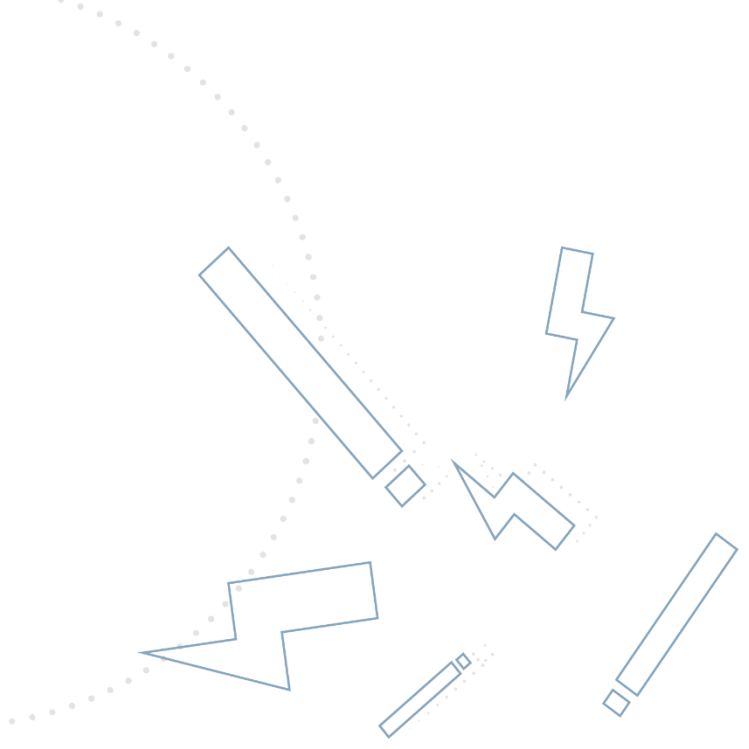


Webinar: Diversity in Transport

7th of May 2020

T11.1 - Ethics monitoring and Responsible, Research & Innovation

Authors: **IKEM, IBV, EUR**



(IKEM)

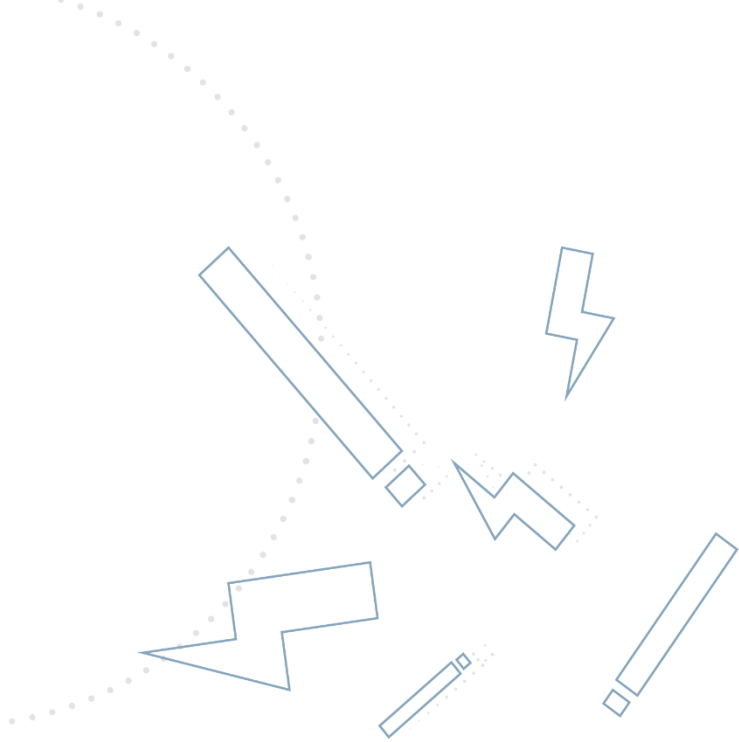


Key questions for the Webinar:

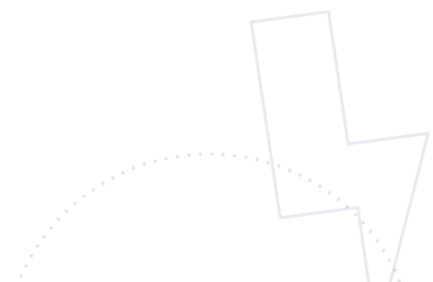
- How can we enhance the promotion of diversity in the research field of e-mobility?
- For which tasks do we need to take gender dimensions into account in USER-CHI activities?

Agenda:

- 1) Key questions
- 2) Keynote: Introductory aspects on “Diversity in Transport”
- 3) Human-centered design & the gender perspective in USER-CHI
- 4) Theses of the research field: Gender & Transport
- 5) Gender neutral planning and managing of e-mobility: Best practices? / Gaps?
- 6) Wrap up



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Keynote: Diversity in Transport

Why is diversity in transport and its enhancement such an important research field?

Definition of diversity

Definition of gender

Gender-related inequalities in the transport sector

EU activities – Gender & Transport

European Commission – Women in Transport: EU platform for change

Launched in 2017

Goal: Strengthen women's employment and provide equal opportunities for women and men in the transport sector

Integration of gender dimension in H2020 Work Programme: Advisory Group for Gender – Position Paper

Definition of gender dimension in Research & Innovation

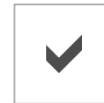
Gender aspects as part of a multidisciplinary approach

Mobility patterns and factors

Differences between female and male mobility patterns – linked to the social role of women in European societies



Harassment situations and fear



Trip-chaining: purpose of trip



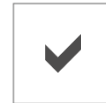
Awareness of environmental issues



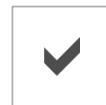
Ergonomics

Women and new transport technologies

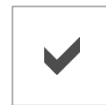
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e.g. electric vehicles



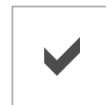
Sceptical about readiness and liability of EVs and charging infrastructure



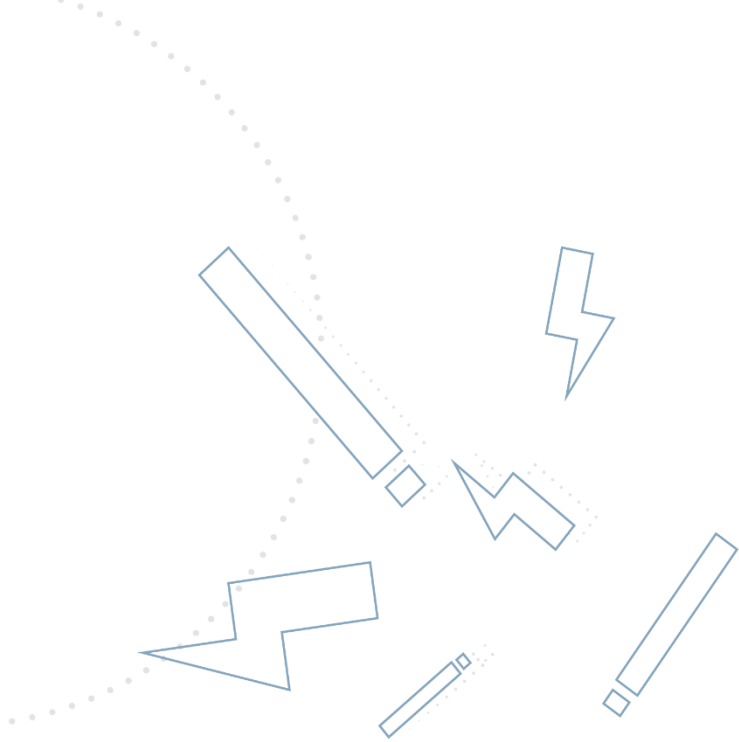
Less positive attitudes towards emerging technologies



Less interest in owning an EV



Usual early adopters: Men



(IBV&EUR)



Interview

Human-centered design & the gender perspective in USER-CHI

Ricard Barberà-Guillem & Matilde Chinellato

(IBV)

(EUR)

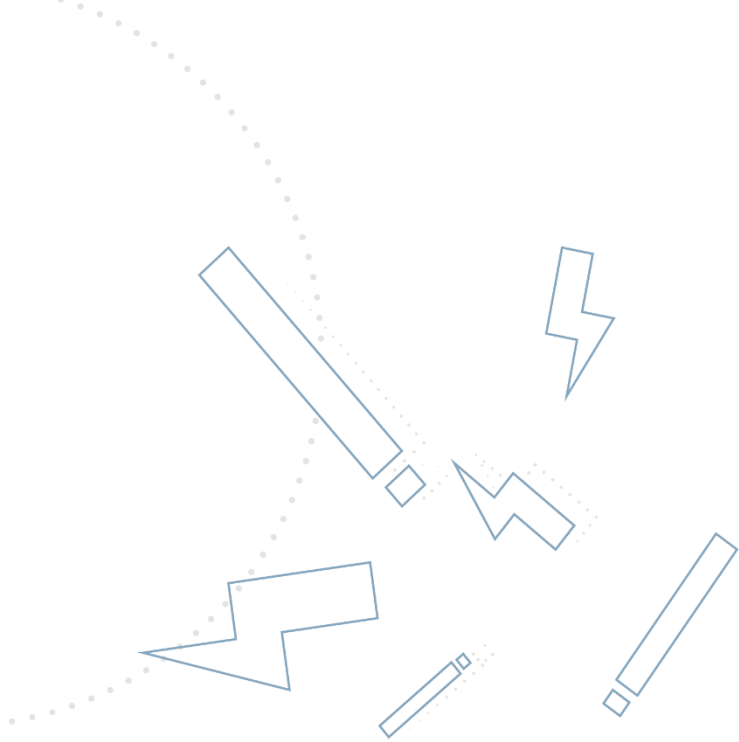
Focus:

Risks of technology centered design

Gender perspective for USER-CHI

Research trap: “Gender neutral” = “masculine”?

Mobility behavior of women and men



(IKEM– Presentation & Discussion)



Policy Recommendations for urban mobility planning

Improving gender-based statistical data and research

Supporting women's participation in decision-making

- Gender Impact Assessment procedures (GIAs)
- Gender Audit Checklists

Improving accessibility, safety and comfort of transportation modes



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

“Electromobility is female” (Ostfalia – University of Applied Sciences)

Research question:

How can women become enthusiasts for e-mobility? / How could women be incentivized to use electric vehicles more often?

The project investigated the ways in which women can be won over to electromobility:

- Can trying out electric vehicles for yourself convince women?;
- Is it a promising way to rely on the "word of mouth" of enthusiastic users (in this case the test drivers)?

Procedure

Three options were compared:

1. information events on e-mobility only for women, where short test drives were made possible
2. electric car and pedelec test periods of 14 days exclusively for women
3. exchange of experience from woman to woman

“Electromobility is female” (Ostfalia – University for applied Science)

Public relation activities

Aim of the project:

To make electromobility better known / local test drivers & reach of target groups essential

Intense public relations including:

Media, Presentations, Personal approach, Publication of a female test driver

“Electromobility is female” (Ostfalia – University for applied Science)

Main Results

Information relating to public charging infrastructure

Overall women were more interested in the topic of e-mobility

Test drive of the e-bike was received more positive than the test drive with the electric car

Still not a self-runner

3 out of 17 users would buy an electric car after the test phase

3 out of 17 were undecided

Main reason against purchasing an electric car: small range

3 out of 4 users want their next bike to be electric

Early adopters of carsharing – with and without BEVs with respect to gender preferences

Study, 2015, by Ines Kawgan-Kagan

Differences between female and male early adopters – BEV carsharing in Berlin



Higher affinity to bicycles



Combination of different modes of urban transport



Lower affinity towards technology and innovation

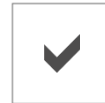


Findings suggest: Services are not used with children

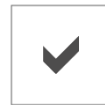
“The real reasons why mobility is not women friendly”

Article, 2019, by Kelly Saunders in: The Urban Mobility Daily

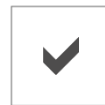
Range of problems addressed:



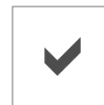
Lack of interest in gender issues on the part of leaders in the mobility sector



Root cause analysis needed



More funded projects focused on the improvement of women's mobility needed



Connection of social justice and the mobility sector

Gender and Car Advertising

Do we repeat the 20th century stereotype of women and cars with EVs?

Wear a Mustang to match your lipstick.

Win a 1967 Ford Mustang to match Tussy's great new revved-up shades, and add miles to your smiles.

Put on your brights with Tussy's new high-gear lip colors. Racy Pink, Shimmery Racy Pink Frosted, And Defroster.

(Defroster pours on melting beige lights when you wear it alone, or as a convertible top to another lip color.)

And there's a Mustang for three lucky winners, in the Tussy shade you choose.

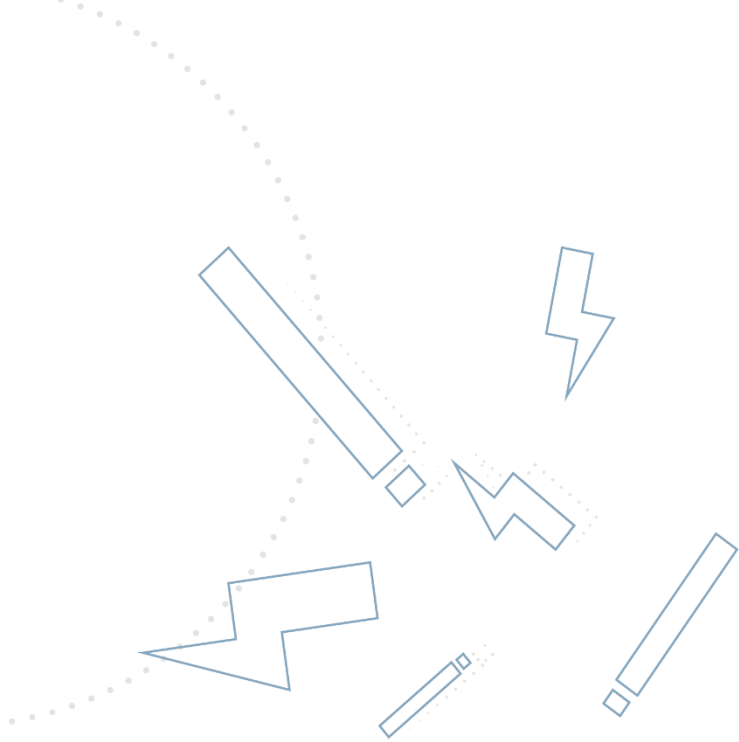
Nothing to buy. Just see the colors at any store that sells Tussy.

Then, mail your choice on a plain piece of paper (together with your name and your address) to **TUSSY MUSTANG-TO-MATCH SWEEPSTAKES**, P.O. Box 458, New York, New York 10046. Be one of the only three girls in the world with a Mustang to match your lipstick. And smile.

RULES—Entries must be postmarked by December 15, 1966, and received by December 22, 1966. Enter as often as you want, but mail each entry separately. Free entry blanks also at your Tussy Dealer. Selections made in random drawings by independent judging agency. Winners to be introduced by mail. No substitutions. Sponsor may elect to appoint parent or guardian to act for prize winner if winner is a minor. Employees of Lane & Fine and their associates eligible not eligible. Void where prohibited by law. All Federal, State and Local laws apply.

TUSSY
© 1966 TUSSY COSMETICS, N.Y.

Found in Mom's Basement



(IKEM, Open Discussion)



Gender dimension and the planning process – Experiences

Question – Open Discussion City partners & companies

Are gender dimensions considered in the planning process of charging infrastructure for electric vehicles/in the managing process of the subject by staff?

If yes, at what planning stages are they taken into account?

Actions to motivate women to use e-mobility services provided in your city - Experiences

Question – Open Discussion

City partners / companies

Are there actions performed by your city administration / company in order to motivate women particularly to use e-mobility services?

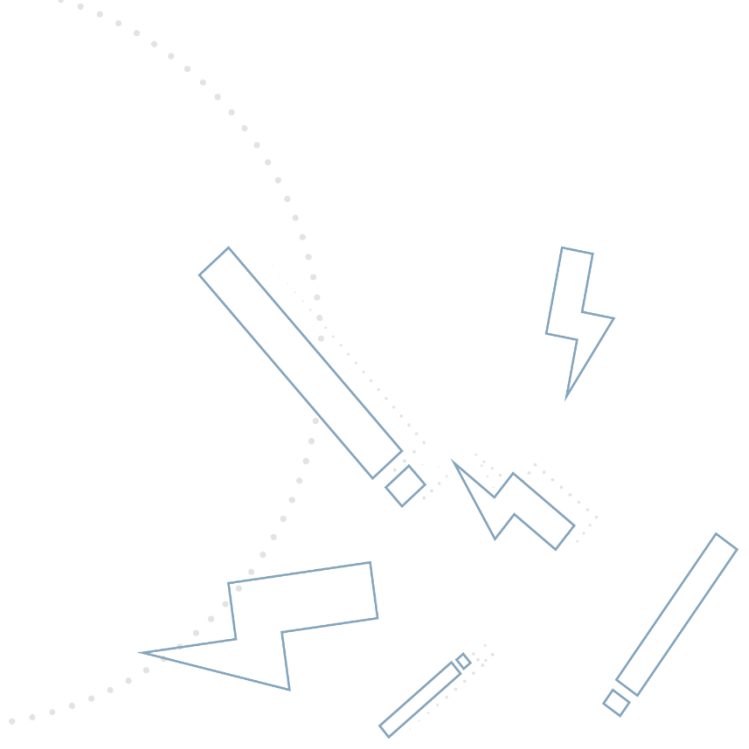


Ideas for USER-CHI activities

Question – Open Discussion

Do you have ideas for projects regarding the subject “Gender and electro-mobility”, which you want to implement (short term / and long-term)?

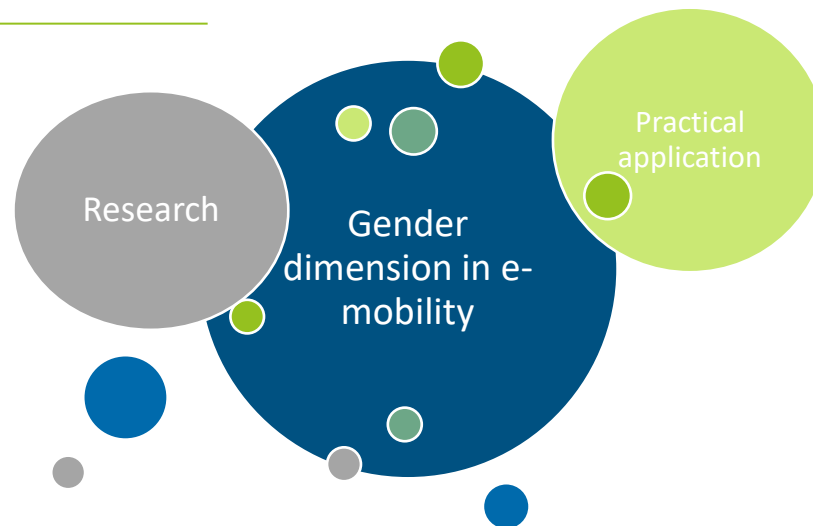
Do you see potential interactions with the USER-CHI project in this regard?



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Summary & Link to key questions



Perspective : Following Webinar?

