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GRAZ

Das Land Steiermark

Federal Ministry
Republic of Austria
Transport, Innovation
and Technology

CiViTAS FORUM 2019

CIVITAS ANNUAL CONFERENCE | 2-4 OCTOBER 2019 | GRAZ | AUSTRIA

Session 28

Socio-demographic challenges, diversity and gender –

Free market solutions versus political interventions

#CIVITAS2019

TInnGO

Introducing the Transport Innovation and Gender Observatory

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Smart Mobility

- intelligent and sustainable
- multiple factors: energy-efficient, comfortable and cost-effective

Gender

- more than just the mere allocation of biological sex
- a matter of the socially and culturally shaped gender roles of women and men, which are learned and thus changeable

Diversity

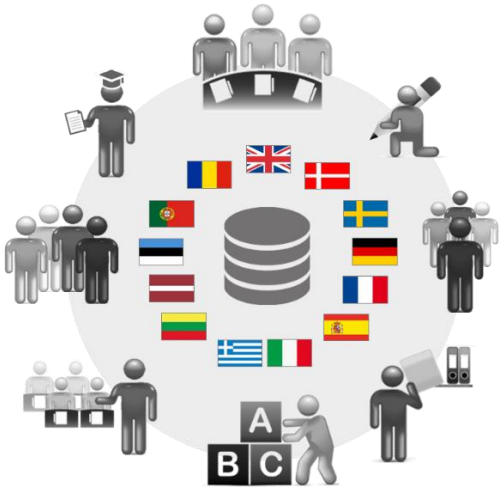
- social diversity and different life situations (e.g. age, income, religion, ethnic origin and restrictions due to special needs)

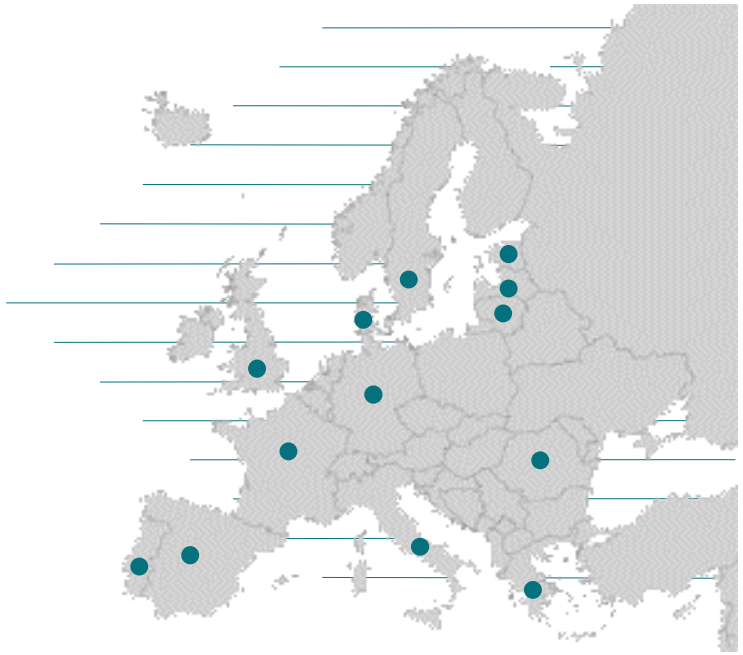
Gender & Diversity Smart Mobility

- relations between genders and mobility in terms of the different social, cultural and geographic contexts
- Gender, Diversity and Smart Mobility as components which influence each other
- Examples:
  - female and international travellers – different use of information technologies for public transport
  - female employees in public transport – implementation of gender-sensitive needs in Smart Stations

Source: https://www.deutschlandfunkkultur.de/migranten-am-arbeitsmarkt-eine-iranerin-wird-busfahrerin-in.1001.de.html?dram:article_id=383158 (Image 1) https://www.bmfsfj.de/bmfsfj/gleichstellungsindex-2017-veroeffentlicht/121568 (Image 2) https://images.app.goo.gl/Xr2ggXZYqkjUeAJb6 (Image 3) http://www.lagh-hamburg.de/oepnv.html (Image 4)

Observatory

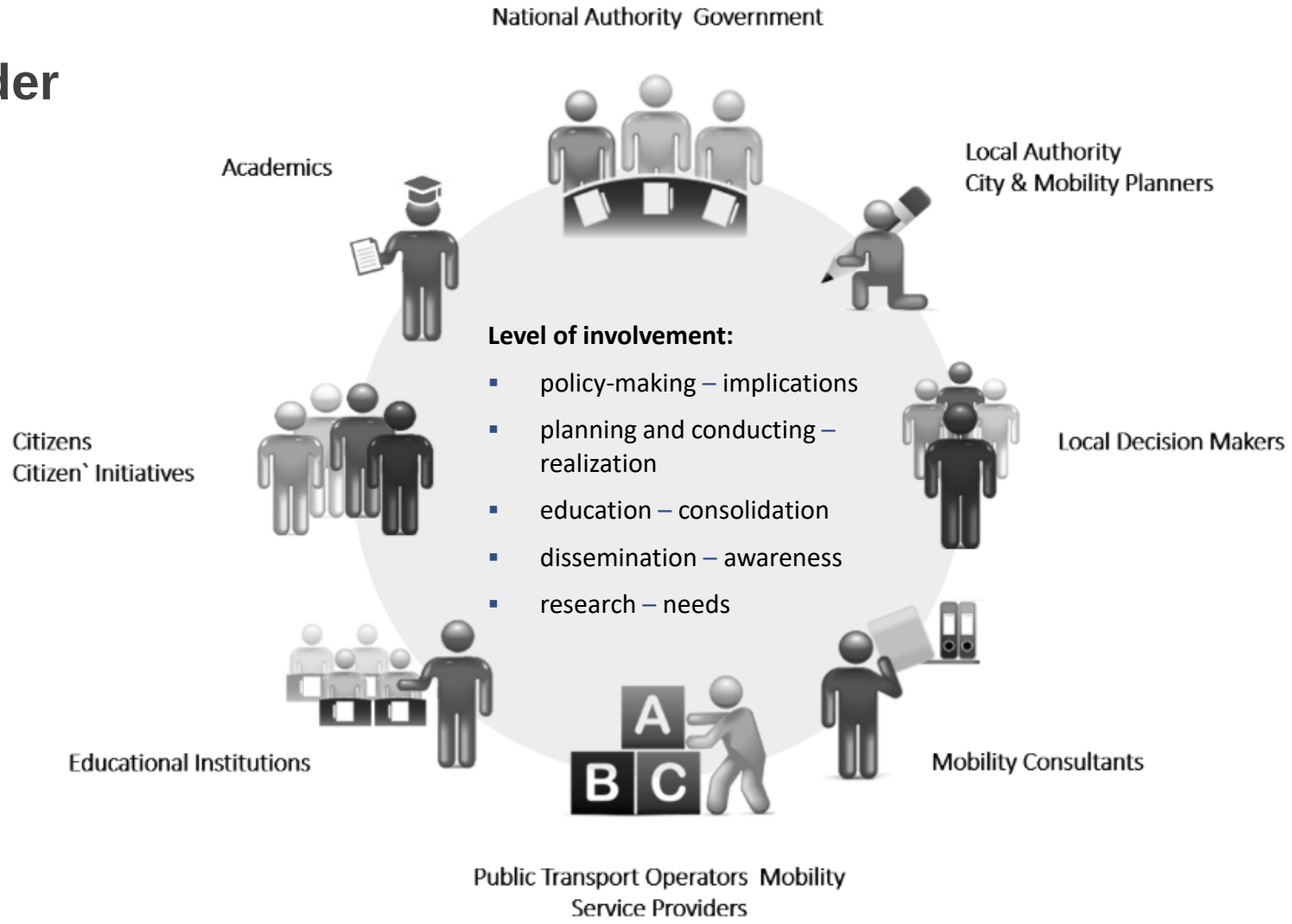




- in some countries the turning away from thinking in exclusively traditional gender roles progresses faster than in others
- It provides and prepares internationally scattered knowledge for the consideration of both gender and diversity issues in the field of mobility
- in a user-centered way, so that all stakeholders find, understand and use the provided information
- therefore particular contexts of use must be taken into account

Source: https://www.europakarte.org/leere-europakarte/

Stakeholder



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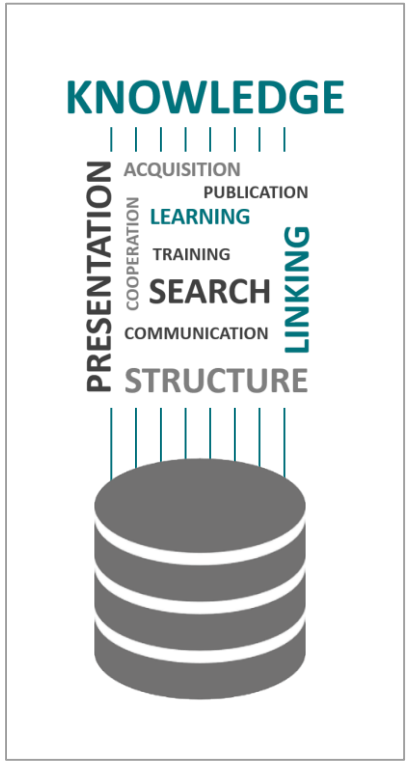
Repository for gender and diversity sensitive Decisions

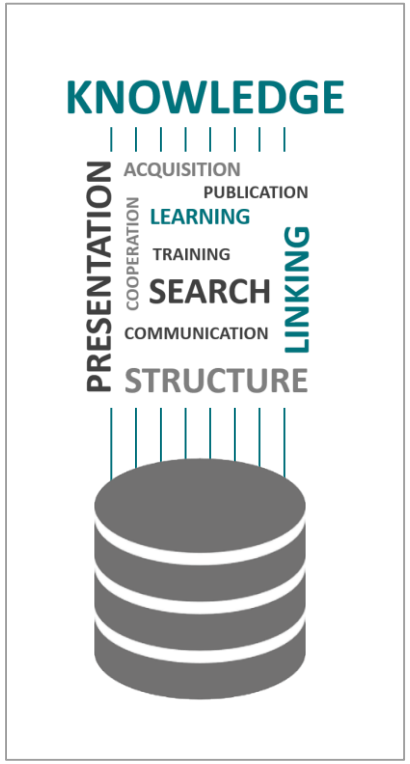


- provides and prepares internationally scattered knowledge for the consideration of both gender and diversity issues in the field of mobility
- in a user-centered way, so that all stakeholders will find, understand and use the provided information

therefore it

- describes knowledge elements that come from a variety of sources with the help of meta-data
- provides a taxonomy, knowledge structure or an ontology to meaningfully organize and link the knowledge elements analyze the semantics of the organizational knowledge base

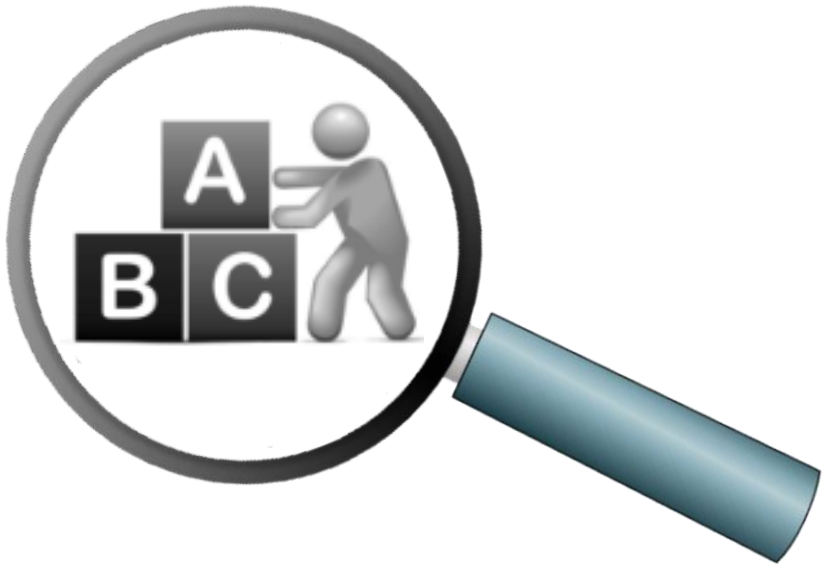
Repository for gender and diversity sensitive Decisions



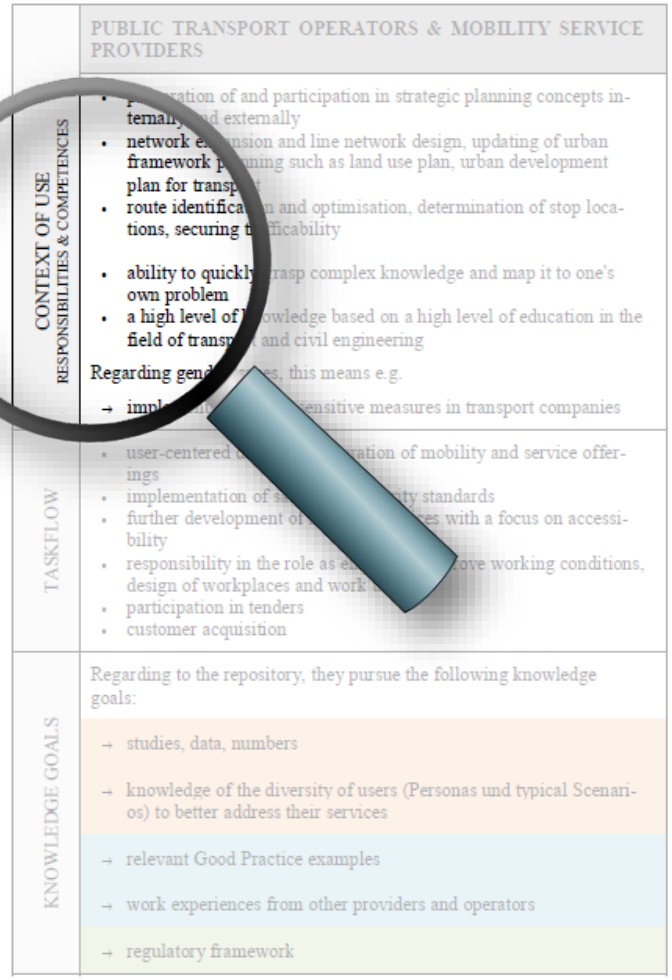
How can existing internationally scattered knowledge be prepared for the different profiles of stakeholders and their individual tasks and information interests?

Profile for each Stakeholder

	PUBLIC TRANSPORT OPERATORS & MOBILITY SERVICE PROVIDERS
CONTEXT OF USE RESPONSIBILITIES & COMPETENCES	• preparation of and participation in strategic planning concepts internally and externally • network expansion and line network design, updating of urban framework planning such as land use plan, urban development plan for transport • route identification and optimisation, determination of stop locations, securing trafficability • ability to quickly grasp complex knowledge and map it to one's own problem • a high level of knowledge based on a high level of education in the field of transport and civil engineering Regarding gender issues, this means e.g. → implementing gender-sensitive measures in transport companies
TASKFLOW	• user-centered design and operation of mobility and service offerings • implementation of safety and security standards • further development of mobility services with a focus on accessibility • responsibility in the role as employer, improve working conditions, design of workplaces and work tasks • participation in tenders • customer acquisition
KNOWLEDGE GOALS	Regarding to the repository, they pursue the following knowledge goals: → studies, data, numbers → knowledge of the diversity of users (Personas und typical Scenarios) to better address their services → relevant Good Practice examples → work experiences from other providers and operators → regulatory framework



Profile for each Stakeholder



CONTEXT OF USE – RESPONSIBILITIES & COMPETENCIES

- preparation of and participation in strategic planning concepts internally and externally
- network expansion and line network design, updating of urban framework planning such as land use plan, urban development plan for transport
- ability to quickly grasp complex knowledge and map it to one's own problem

➢ regarding gender issues, this means e.g. implementing gender-sensitive measures in transport companies

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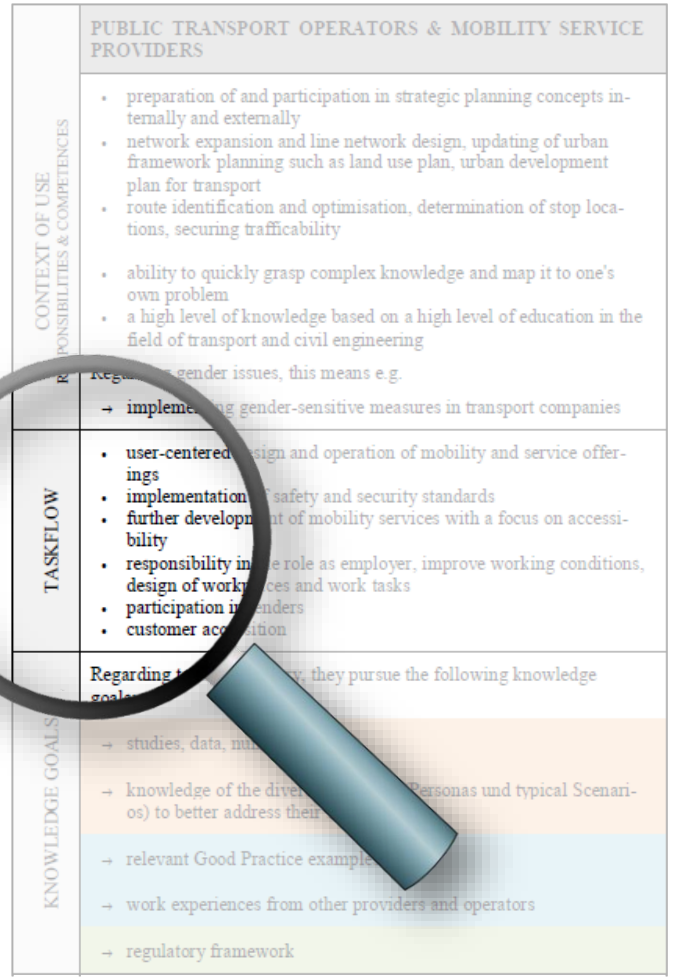
Profile for each Stakeholder



TASKFLOW

- user-centered design and operation of mobility and service offerings
- implementation of safety and security standards
- further development of mobility services with a focus on accessibility
- responsibility in the role as employer, improve working conditions, design of workplaces and work tasks
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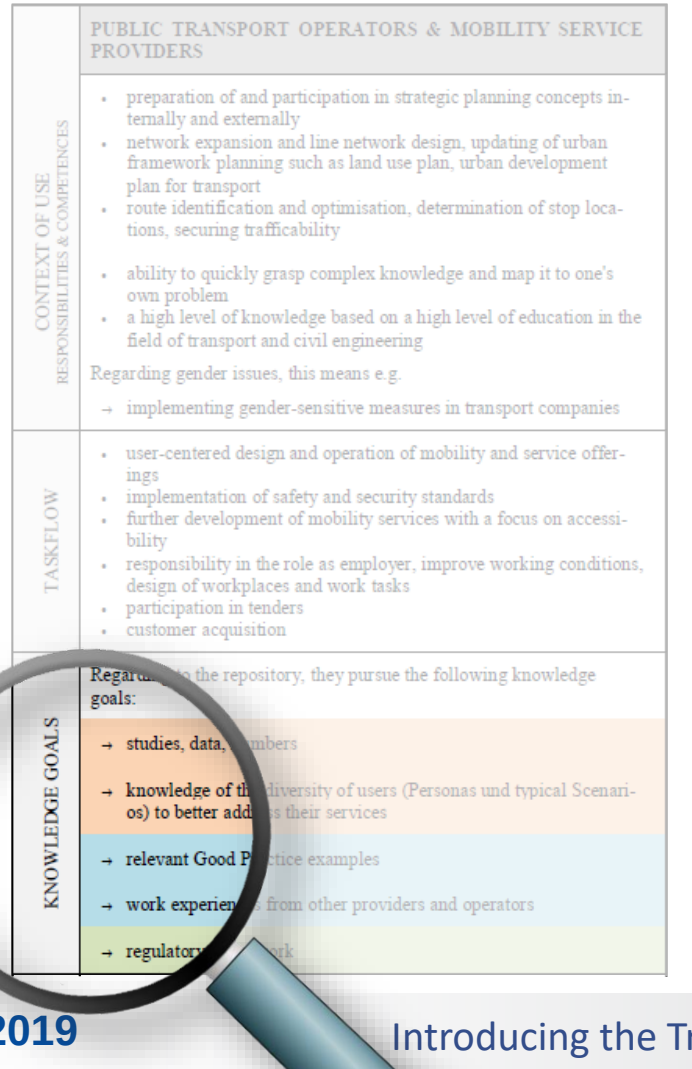
Profile for each Stakeholder



KNOWLEDGE GOALS

- Regarding to the repository, they pursue the following knowledge goals:
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- knowledge of the diversity of users (Personas und typical Scenarios) to better address their services
- relevant Good Practice examples
- work experiences from other providers and operators
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Theoretical Knowledge

Experience Knowledge

Country-specific Regulatory Conditions

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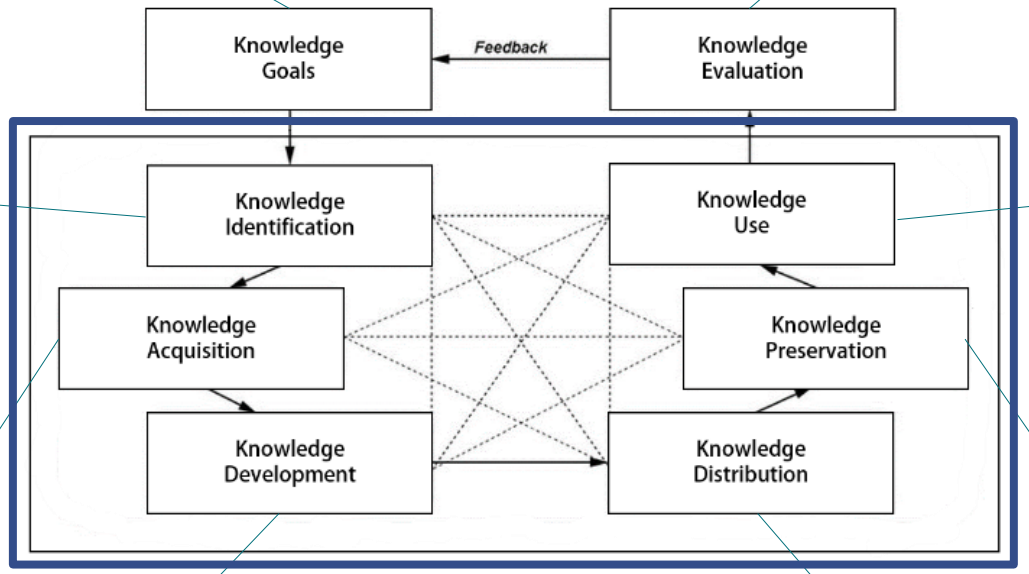
Knowledge Goals
With which information interest do users access the platform?

Knowledge Evaluation
How to measure the success of knowledge acquisition?



Knowledge Identification
How to create transparency over provided knowledge?

Knowledge Use
How to ensure the application of knowledge?

Knowledge Acquisition
What knowledge can be gained exclusively from external sources?

Knowledge Preservation
How to protect against loss of knowledge?

Knowledge Development
How to build-up and manage new knowledge?

Knowledge Distribution
How to address knowledge?

Source: Maier, R.: Knowledge Management Systems: Information and Communication Technologies for Knowledge Management. 2nd edn. Springer, Berlin (2004)

User Centred Design

English: **students**
German: **Student/-in**
German: **Studierende**

Gender-sensitive language

- regarding communicating in different languages
- regarding providing/ addressing of information

Gender-sensitive visual language

- regarding communicating through depictions of humans instead of objects
- regarding balanced depiction of women and men in pictures
- regarding showing diversity
- regarding using icons

Source: https://abi.unicum.de/aktuelles/news/wo-sind-die-mint-maedels (image 1) https://images.app.goo.gl/Xr2ggXZYqkjUeAJb6 (Image 2) http://www.lagh-hamburg.de/oepnv.html (Image 3)

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Results – Analysis of platforms – How to find information?

Search/ Access via specific categories:

- Safety/ Security of Women in Public Transport
- Women in STEM
- depending on experience and/or knowledge background
- Glossary
- …

Navigation Area

- clearly structured and intuitive
- allows access from different perspectives/interests
- use of icons - understandable across multiple languages
- different access categories
- …

Search/ Filter

- advanced search and filter function
- Research - Gender Data sets of 2015
- countries related
- institution related
- publications of a specific author
- different types of users
- depending on experience and/or knowledge background
- Typeahead
- …

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Results – Analysis of platforms – How to find information?

Recommendations/ Related Topics

- to elaborate interests
- images and headlines attract attention
  - Women in STEM
  - surveys and data to trace the issues
  - Best Practice Examples – ideas and solutions
  - phases: theory/ method/ implementation
- …

Structure

- uniform criteria and structure
- customized in language regarding to the diversity of the future users
- structured information/ knowledge to make it searchable/ findable
  - categories, tags #safety, links, relations
- keep up motivation and provide guidance

Sharing

- share content - Social Media, Messengers etc.
- raise awareness – promote Gender and Diversity projects
- build-up contact: Womens Associations etc.
- develop a community
- …

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Results – Analysis of platforms – How to provide information?

Templates and forms

- uniform structure
- guidance
- split screens – preview mode
- …

Tools

- simplify the insert of information
- automatic creation of a basic structure
- keep up motivation and provide guidance
- …

Quality & Security

- role-based access – moderators, admins, users
- rights and duties
- …

Communication & Interaction

- internal communication – exchange of messages between users (formally)
- chat function between users
- discussion forums
- …

Source: Media Systems Engineering Seminar at Technische Universität Ilmenau - final student presentation of N. Brömme, M. Malchau, T. Schäfer, P. Strohecker

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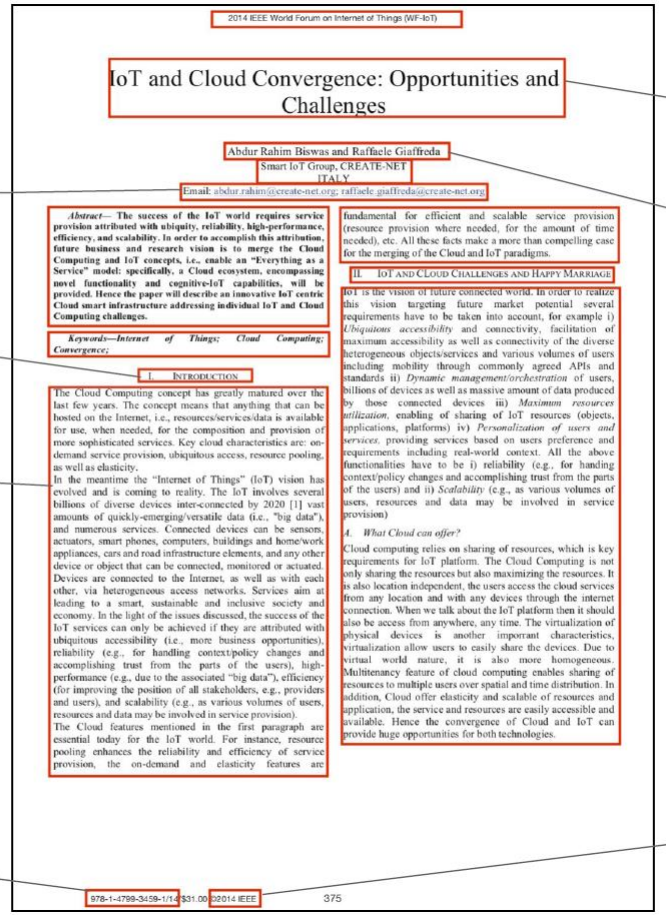
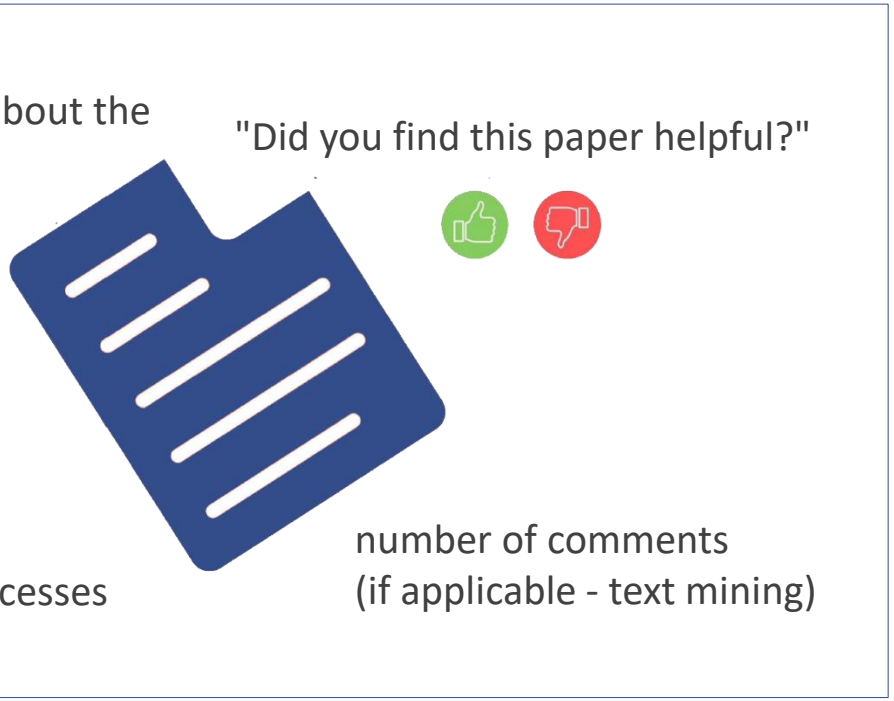
Results – Analysis of platforms – How to provide information?





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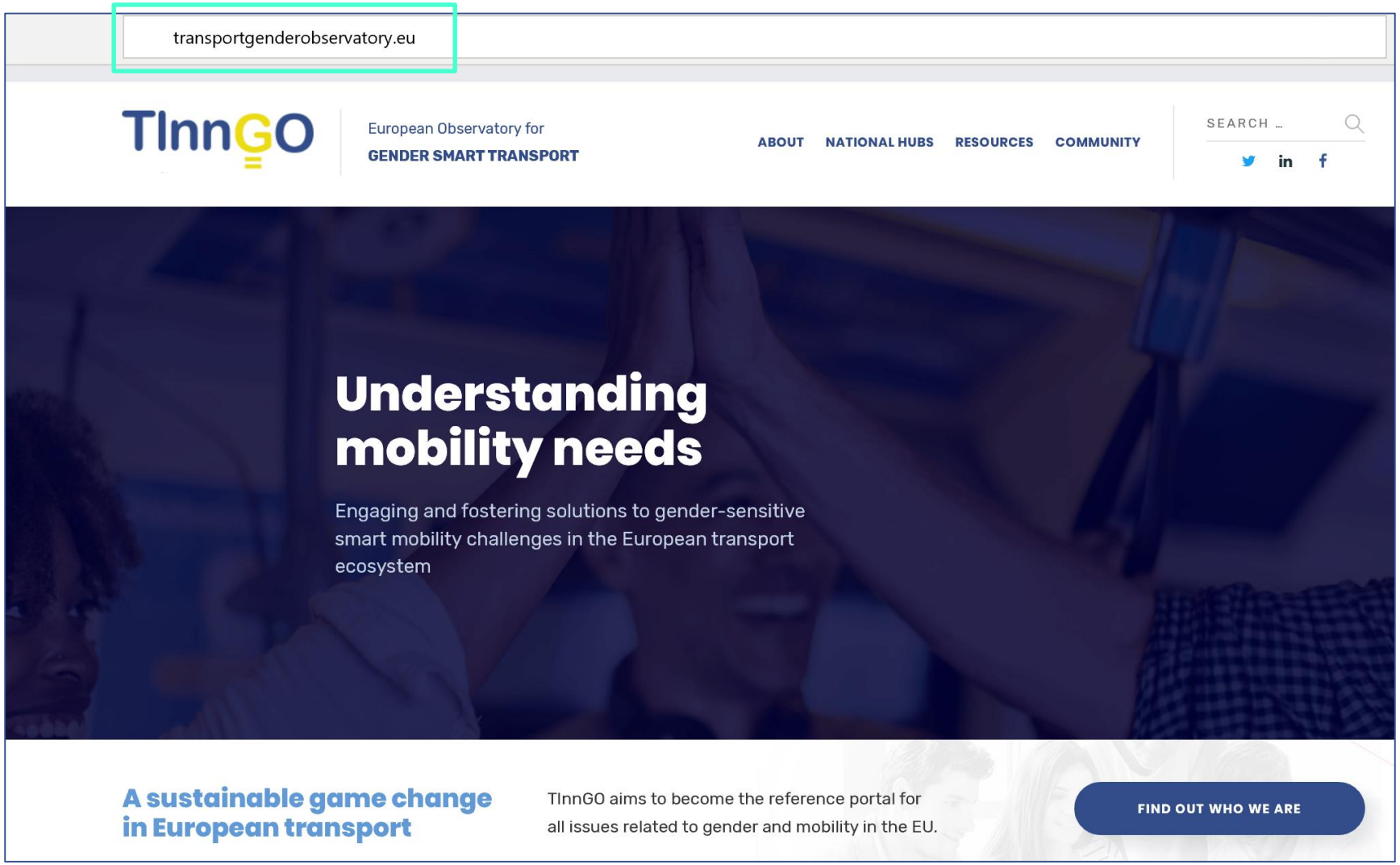
transportgenderobservatory.eu
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European Observatory for
GENDER SMART TRANSPORT
ABOUT
NATIONAL HUBS
RESOURCES
COMMUNITY
SEARCH ...
Understanding mobility needs
Engaging and fostering solutions to gender-sensitive smart mobility challenges in the European transport ecosystem
A sustainable game change in European transport
TInnGO aims to become the reference portal for all issues related to gender and mobility in the EU.
FIND OUT WHO WE ARE

Thank you for your attention.

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