

ECCENTRIC

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Addressing vulnerable groups and gender issues in sustainable mobility planning

CIVITAS ECCENTRIC thematic webinar

12 March 2019

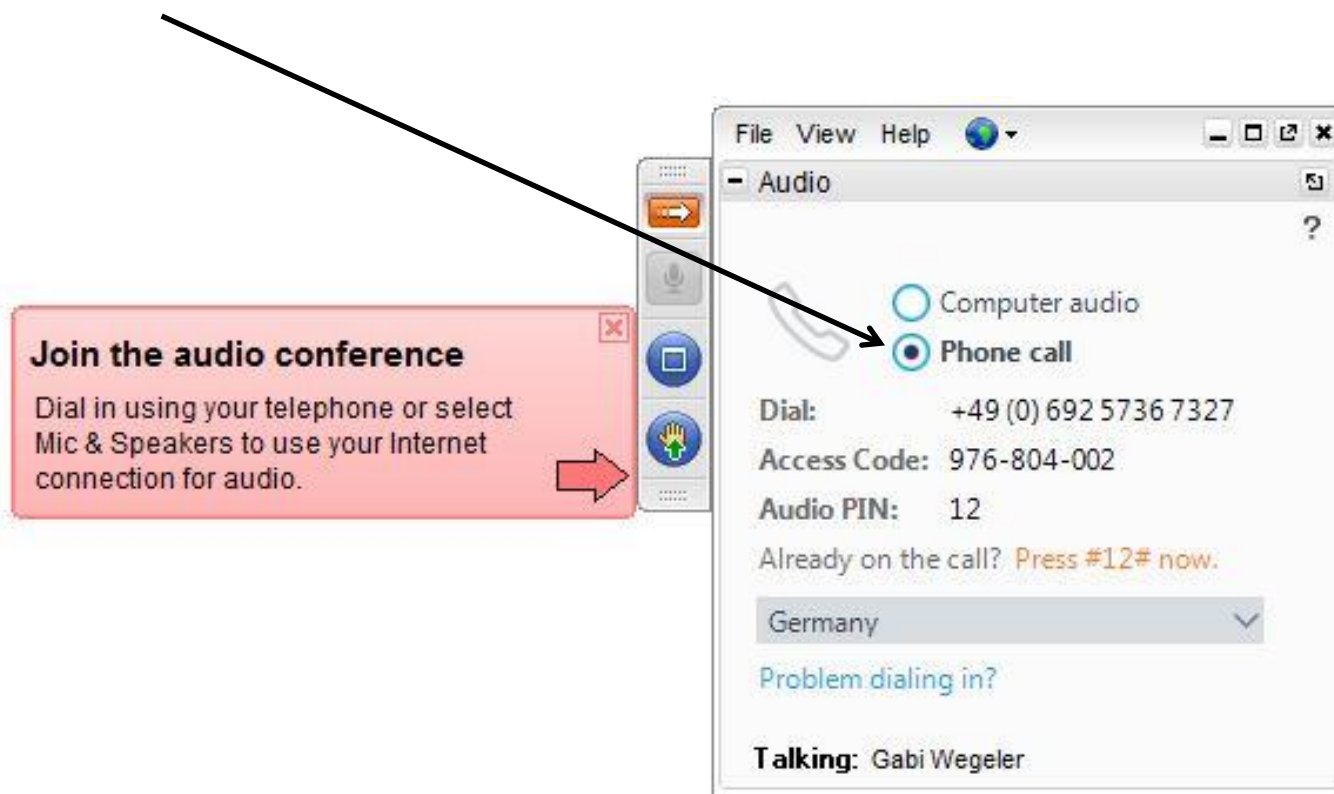
Ana Drăguțescu / ICLEI ES



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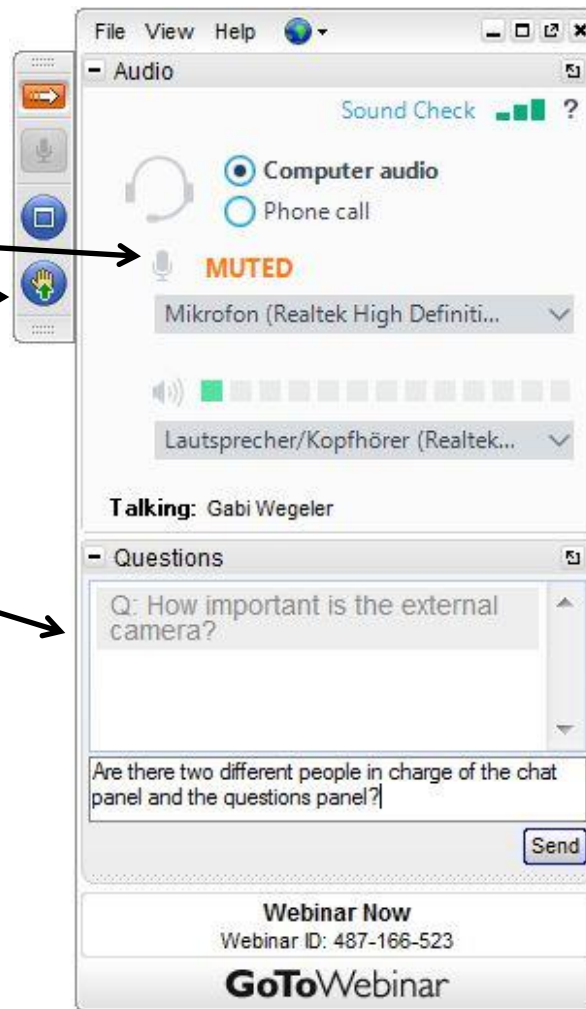
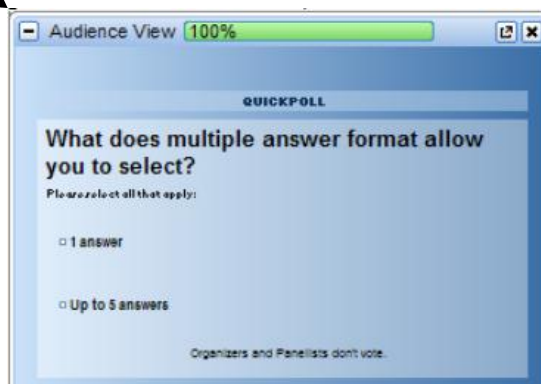
TIPS ON WEBINAR PARTICIPATION

- Dial-in options (computer or phone)



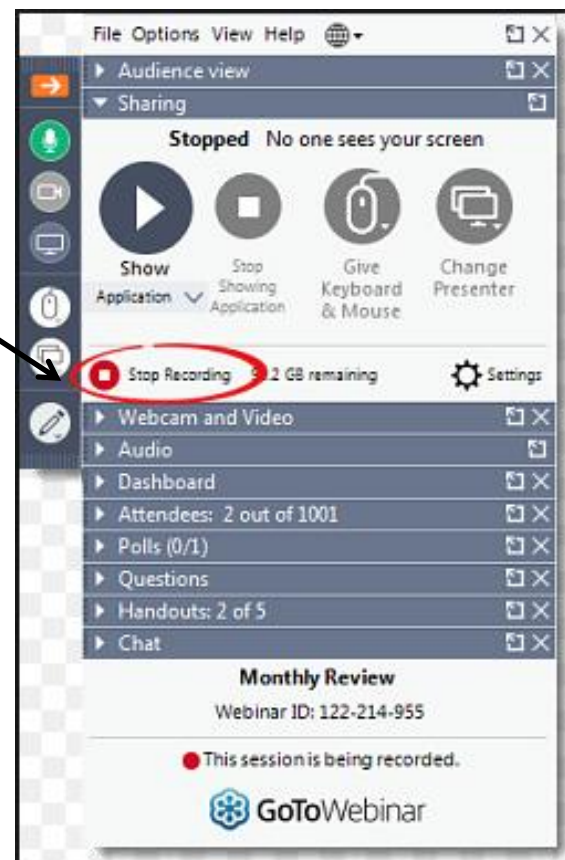
TIPS ON WEBINAR PARTICIPATION

- Mute
- Raise your hand
- Questions
- Polls



TIPS ON WEBINAR PARTICIPATION

This webinar will be recorded and all registered participants will receive the recording, once the webinar has ended.



Line-up for today



Bronwen Thornton

CEO of Walk21, the global organisation leading the walking movement



Linda Gustafsson

City of Umeå - gender equality officer and co-ordinator for the Commission on social sustainability



Pilar Martín de Castro

head of the Environmental Education Unit of the Madrid City Council



Ana Drăguțescu

Sustainable Mobility Officer at ICLEI ES

Isabela Velázquez
project manager and founder
partner of Gea21



Programme

14:00 Welcome and Introduction to the topic

Ana Dragutescu, ICLEI

14:15 Walkability for everyone: Why it matters

Bronwen Thornton, CEO, Walk21

14:35 The gendered landscape of Umea (Sweden): How the city creates pleasant and safe public spaces and facilitates mobility for women

Linda Gustafsson, Gender Equality Officer, City of Umea

14:55 Mobility for vulnerable groups: Good practice from the city of Madrid (Spain)

Pilar Martín de Castro, City of Madrid and Isabela Velazquez, GEA21

15:15 Questions and discussion

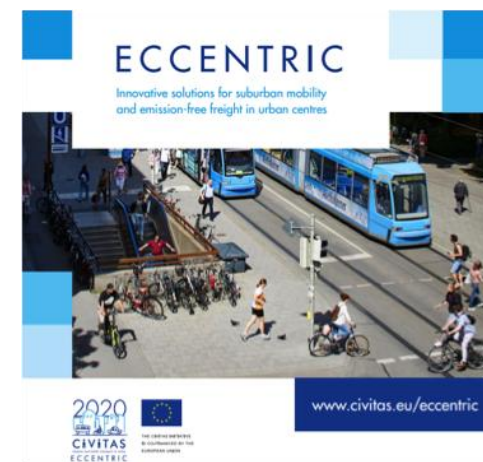
15:30 End

CIVITAS ECCENTRIC in brief



Approach

- In 5 living labs, the project demonstrates the potential and replicability of integrated and inclusive urban planning approaches, innovative policies and emerging technologies.
- Cities: **Madrid, Stockholm, Munich, Turku and Ruse** demonstrate and test innovative sustainable mobility in peripheral areas, combining new policies, technologies and soft measures.
- **Two important areas** that have previously received less attention in urban mobility policies:
 - Innovative solutions for sustainable mobility of people in suburban city districts
 - Emission free logistic in urban centers that keep the balance between qualified public space and efficient local economy



CIVITAS ECCENTRIC in brief

Madrid's goals:

- Involving citizens in decision-making.
- Fostering inclusive mobility.
- Improving public transport links with other city districts.

www.civitas.eu/eccentric/madrid



Munich's goals:

- Reducing the need for private cars.
- Improvement of mobility through alternative services.
- Transfer and upscaling of successful measure packages to other districts and cities.

www.civitas.eu/eccentric/munich



Ruse's goals:

- Providing safe crossing-points and footpaths for pedestrians and cyclists.
- Increasing the use of public transport.
- Reducing congestion, traffic accidents, air pollution and noise.

www.civitas.eu/eccentric/ruse



Stockholm's goals:

- Reduced search time for parking and optimum parking occupancy.
- Significant increase in e-bike use.
- Increased share of EV vans among business fleets.

www.civitas.eu/eccentric/stockholm



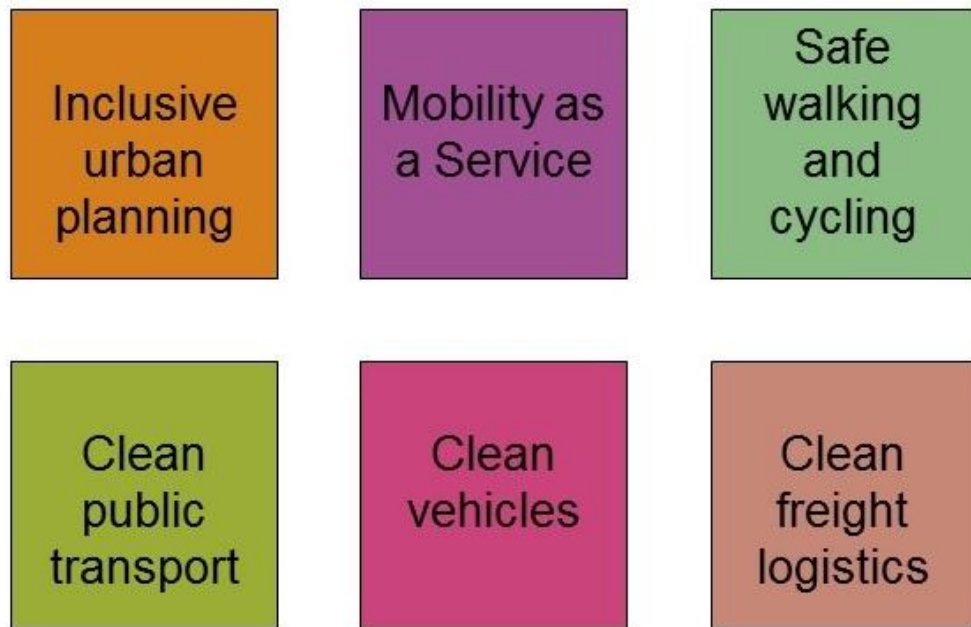
Turkus's goals:

- A mobility point combining, at a minimum, public transport, shared bikes and cars.
- Car sharing as a viable option for companies and households in the area.
- 20% of citizens approving the mobility change, using awareness and satisfaction surveys.

www.civitas.eu/eccentric/turku



50 measures in 6 thematic areas



CIVITAS ECCENTRIC will organise

up to **five webinars** about cross-cutting themes that surpass the strict boundaries of the demo work packages.



www.freepik.com

Some of the topics are:

- Addressing vulnerable groups and gender issues;
- Financing, procurement and contracting of SUMP measures;
- SUMP policies for peripheral districts;
- Inclusion of city logistics in SUMPs.

Accessibility for all – why is it important?

- **1 in 10 people** in Europe is over the age of 60, and according to the United Nations, **10% of the population has some type of disability.**
- **In 2017, nearly one fifth (19 %) of the EU population was aged 65 and more.**
- Achieving the target of **sustainability** in urban mobility also means considering the needs of different users - offering equal levels of accessibility to transport to all different groups
- The ease in accessing destinations in terms of proximity and convenience is essential.

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Accessibility for all



Mobility is thus determined

by the **extent to which** the city as a whole is accessible to its residents,

- ✓ including people with disabilities;
- ✓ those with low incomes;
- ✓ seniors;
- ✓ young people;
- ✓ people with children.

social benefits can be achieved for vulnerable and to a less-favored user groups with

- ✓ coverage offered by urban mobility networks;
- ✓ new technologies; and
- ✓ urban amenities that reduce isolation, vulnerability and dependence.

WALKING...

- Walking is fundamental to mobility!
- The physical act of walking and the infrastructure that facilitates it are important values to both the individual and the society.
- The value that walking creates is very often overlooked and **the vast majority of fatalities are pedestrians.**



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GENDER EQUITY AND MOBILITY: MIND THE GAP!

- ✓ lower employment rates;
- ✓ part-time roles; and
- ✓ low-wage positions

are some of the factors which determine the difference between genders in the labour market, in social life and

in transport behaviour.

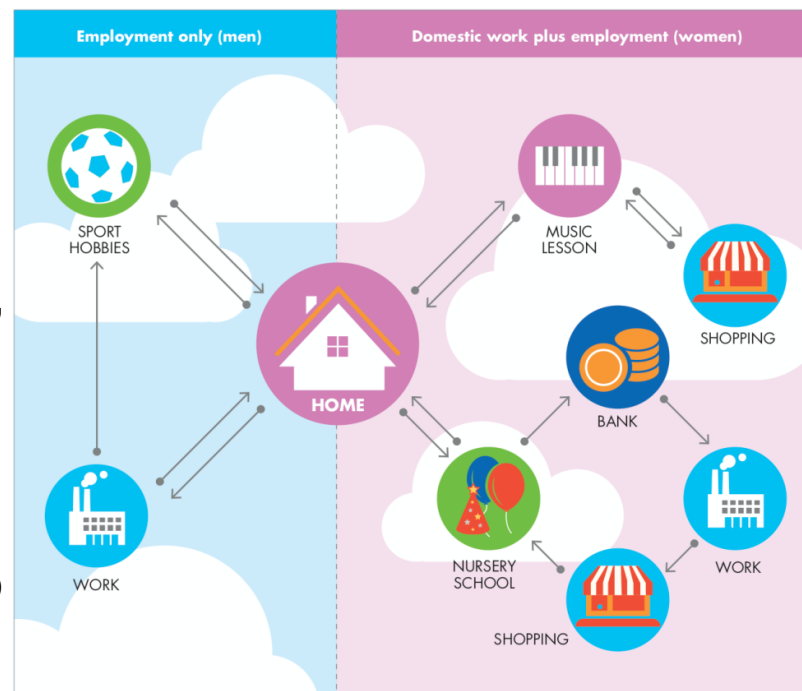
The picture that emerges:

women travel differently than men in relation to

- ✓ transport modes used,
- ✓ distance travelled,
- ✓ the daily number of trips and their pattern, and, the different purposes.

A normal day (for a woman from Western Europe)

Source: elaboration on Lehner Lierz (2003)



Source: CIVITAS Policy Note / Gender equality and mobility: mind the gap!

Inclusion through mobility - addressing the needs of the most vulnerable

Developing an inclusive urban transport system with better access for all has an impact on ensuring the human rights of all citizens

Good practice in the field of transport accessibility is an evolving concept that should lead to

- focus on the policy or strategy of the local authorities - to create a climate where accessibility becomes an integral part of transport planning;
- represent the start of a paradigm shift in urban public transport for disabled and vulnerable groups in switching from 'tailored' measures for a few to 'inclusive' solutions for all;
- eliminating the barriers to public transport for the disabled, elderly and other 'transport vulnerable' citizens.

Thank you!

Ana Drăguțescu

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<http://www.civitas.eu/eccentric>



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