

Green Transport and Diversity – Gender still matters

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4 main points

1. Smart city discourse, gender smart mobility and diversity
3. An indicator for gender smart mobility as a game changer?
4. All in a nutshell, case videos from Danish municipalities
5. And so what? Gamification as a new avenue..?

Smart cities – lots of hopes and dreams...

Social dimensions are the least elaborated in the smart city discourse

technolocy takes centre stage

**User friendly services and issues
– who are these users?**

HOW DO WE DO IT?

Specify diversity: gender, class, age, ethnicity

Unconscious bias in transport and mobility... privilege and subordination reproduced

Car culture

Speed Fast mobility

Smart technology

freedom

Movement

Public sphere

Insiders

West

biking and walking

Slow

Simple technology

Dependency

Immobility

Domestic sphere

Outsiders

The rest

Gender in transport 2007 - where it all began?

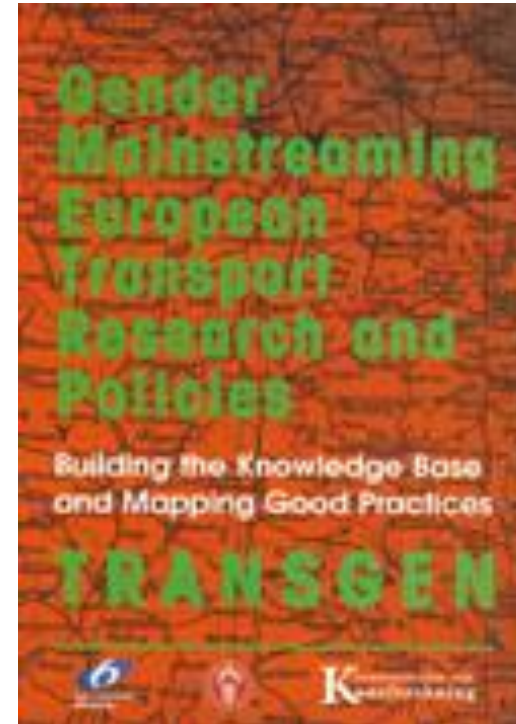
<https://koensforskning.soc.ku.dk/projekter/transgen/>

Transport practices

Transport as a labour market

Decision making - politics and research

Cultures and values



Gendered differences in transport practices



Commute trip length

Number of trips

Type of trips

Travel time

Travel mode

Travel obstacles

Background



Transport is not inclusive
Across many demographics

30%

More bus journeys by women [3]
Vs. Men

58%

Women feel unsafe [1]
Using public transport in the UK

55%

Women feel unsafe
Waiting at stops vs. 20% men

20%

Higher risk of death for women in car crash [2]
Vs. Males in the same scenario

33%

Women suffered sexual offences
Whilst commuting in the UK

[1] ONS

[2] Abrams MZ, Bass CR. Female vs. male relative fatality risk in fatal motor vehicle crashes in the US, 1975-2020. PLoS One. 2024 Feb 12;19(2)

[3] <https://wbgl.org.uk/wp-content/uploads/2019/10/TRANSPORT-2019-1.pdf>

Impact



Access to transport is crucial

For participation in society and economies

26%

STEM workforce are women

Underrepresentation affecting outcomes



Disproportionate effect on women

Women typically rely more on PT, which increases barriers

\$28 trillion

Impact on Global GDP

Sepashvili, E. (2019). Women for global growth: Need for women economic empowerment. *Globalization and Business*, 4(7), 96–103.



Transport Poverty

Cyclical effect, limits access, exclusion in policy making etc.



UN Sustainable Development

5, 9, 10, 11, 13

Gender smart mobility

=

Smart transport

+

Gender and diversity
mainstreaming

5 KEY INDICATORS: Affordable, Effective, Attractive, Sustainable, Inclusive

Intersectional analysis

→

The project goes beyond the traditional women's perspective and focuses on gender considering an **intersectional perspective**.

→

It implies systematic and critical focus on **asymmetries** or **axes of power** based on gender, sexuality, age, class, ethnicity, etc.

Gender and Diversity Action
Plans – GaDAP

=

A Gender Action Plan (**GAP**) is an **integrated planning tool to include gender equality** within a project, organisation or community.

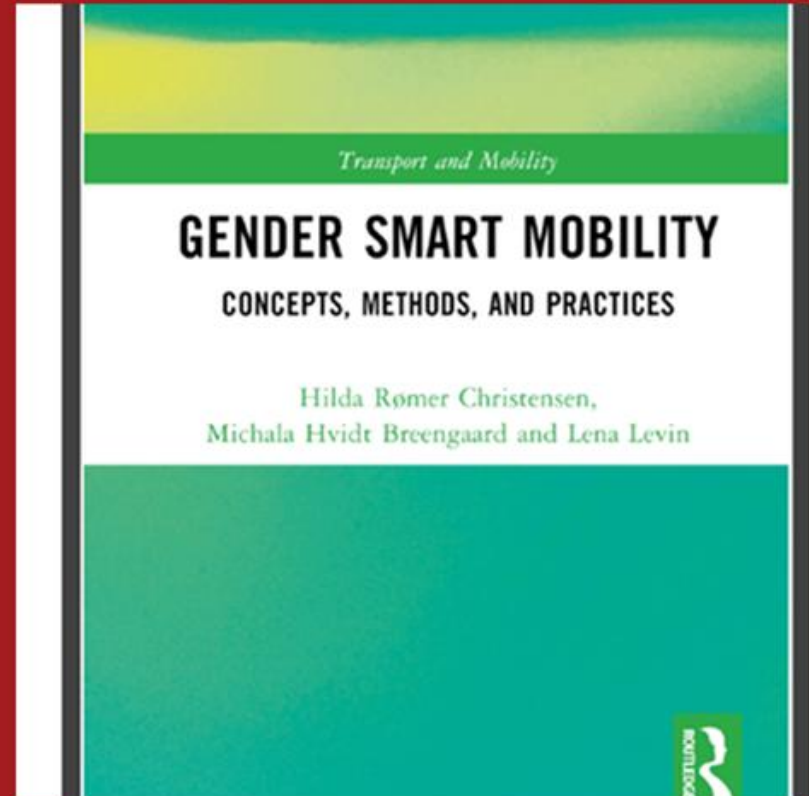
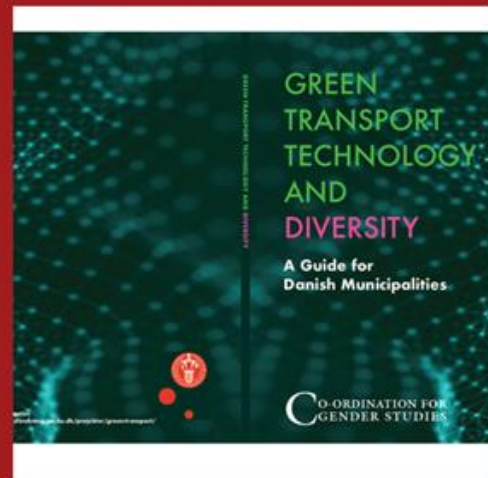
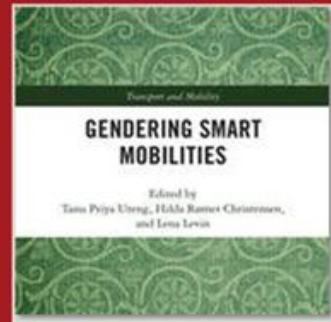
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TinnGO is widening the concept applying **intersectional approach** to build **gender and diversity action plans – GaDAP along with stakeholders**.



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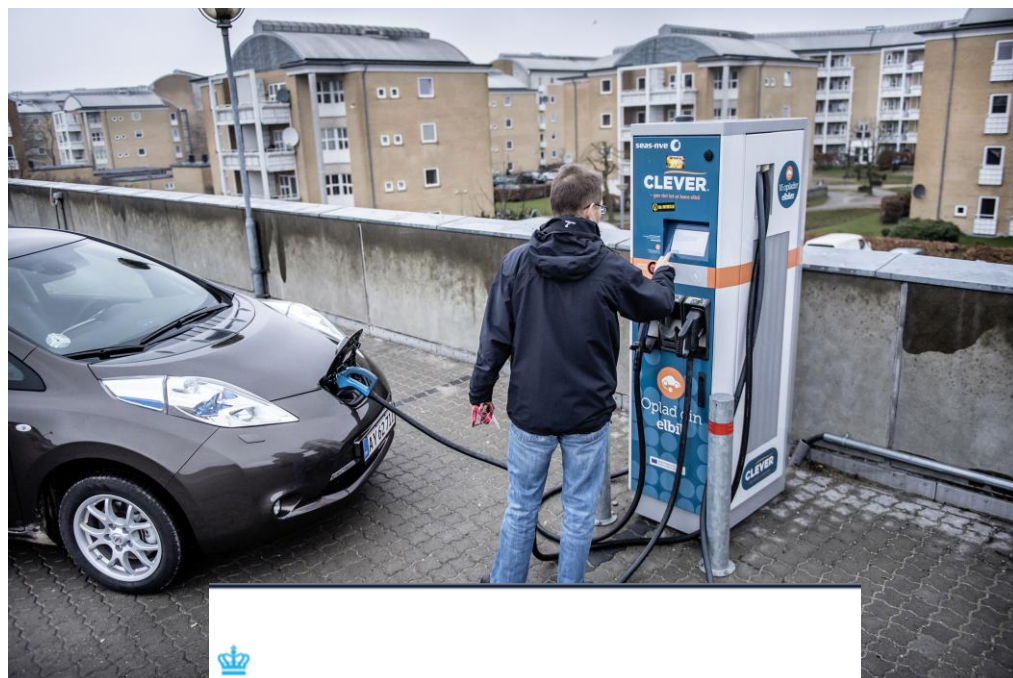


- [https://koensforskning.soc.ku.dk/english/projects/](https://koensforskning.soc.ku.dk/english/projects/green-transport/)
- [green-transport/](https://koensforskning.soc.ku.dk/english/projects/green-transport/)

Indicators:– provide a guide for policy, planning and investments.
Danish ministry of transport – 2015 + 2022

- Travel time
- Traffic safety
- Economic growth
- "Klimaeffekt og samfundsøkonomi af regeringens udspil Danmark fremad" af 22. april 2022,
- More of the same?
- Game change ?

widening the focus -

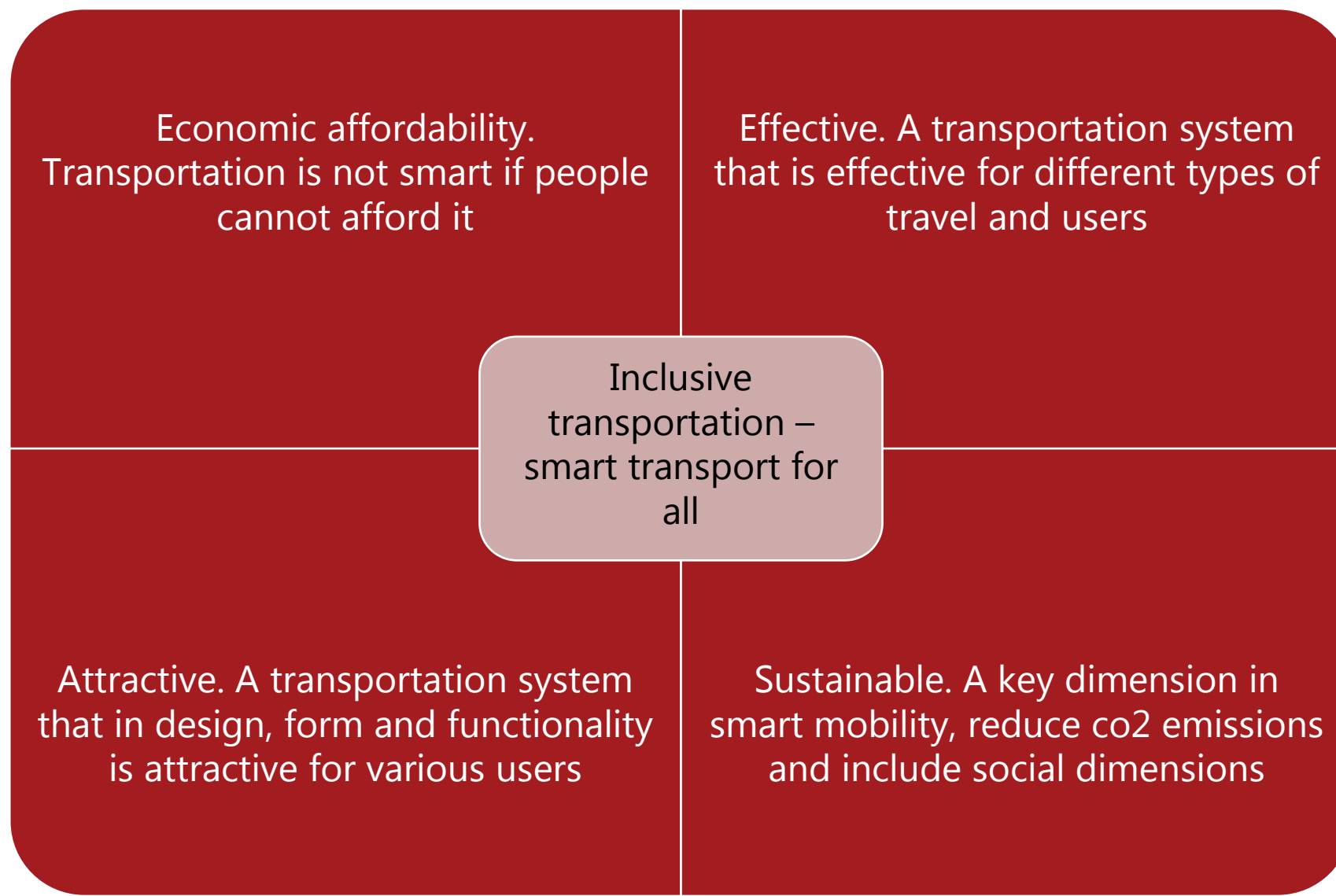


 DANMARKS
STATISTIK

De fleste elbiler købes af perso
høj indkomst, lang uddannelse



Smart transport for all - indicator includes 5 dimensions



Gender smart mobility indicator -

Composite indicator: measures multi-dimensional concepts) which cannot be captured by a single indicator

requires knowledge on how 'gender intersects with age, education, family composition and parenthood, country of birth and disability.

Requires better and more detailed data, methods and tools

Requires more than tick box indicators

1. Affordable Transport ?



De fleste elbiler købes af personer med høj indkomst, lang uddannelse og stor parcelhus

25.10.2023 07:30:00 CEST | [Danmarks Statistik](#)



Salget af elbiler er steget kraftigt d

Prisen på offentlig transport stiger: Frygter særligt én gruppe københavnere bliver ramt

Københavns overborgmester frygter, at nogle københavnere ikke har råd til at benytte den offentlige transport fremover.



2. Effective Transport ?



3. Sustainable Transport



Attractive transport



Inclusive transport



GREEN TRANSPORT TECHNOLOGY AND DIVERSITY

**A Guide for
Danish Municipalities**



See online version
<https://koensforskning.soc.ku.dk/projekter/groen4transport/>

CO-ORDINATION FOR
GENDER STUDIES

lessons learned and recommendations from municipalities:

municipalities are open for new visions and solutions – and see the point in inclusive strategies and initiatives - gender in context with age, health, etc.

Climate and co 2 emissions, sustainable transport solutions. + health and wellbeing - cross political connections


Municipalities are different – different cultures and priorities – one model does not fit all...

Good practices.. Are important... find them and collect data...

Challenge: to bring transport and mobility in line with social policy/and education in terms of investments, campaigns etc.

Use visual methods, games etc to boost interest and engagement

<https://video.ku.dk/video/88638123/herning-quality-of-life-and>



Click to unmute

HERNING

0:02 / 3:18

Herning: Quality of life and independence for wheelchair users 83 views

Samfundsvidenskab
15. september 2023 [diversity](#), [sustainable transport](#), [technology](#), [transport](#)

In Municipality of Herning, buses have been introduced where wheelchair users can roll in and secure themselves on their own. An initiative that has improved quality of life and independence for the city's wheelchair users. Lene Ahle Skoubo.

Type here to search

And so what ?

Guidelines and reports – but who listens?

Bridge building – technology – social innovation - how do we do it?

New forums for networking and policy activity
Gamification?



Gender and diversity... why not just sustainability?

Gender Smart Mobility – why use smart when it is so problematic?

Outreach and impact --- Danish municipalities.. strong and powerful – difficult to reach at the top level... assume that there have been some impact at the local level in the municipalities we interviewed and made videos with

The game projects grew out of this limitation

Five short films about Green transport, technology and diversity

Green transportation, technology, and diversity are a rare combination in Danish politics. But what's the problem? In five short films, employees and politicians in the municipalities explain how they are working on new green and inclusive solutions in Herning, Sønderborg, and Copenhagen.

Researchers Hilda Rømer Christensen and Michala Hvidt Brengaard introduce the issue and simultaneously offer a suggestion on how green transportation and diversity can be included in municipal and citizen initiatives.

Dissemination of results – the educative package

Herning: Quality of life and independence for wheelchair users

[Green Transport - technology and diversity – University of Copenhagen](#)



Gamification

- The use of game elements in contexts not related to gaming

Research shows that games are effective tools for involvement, responsibility, engagement in learning processes as well as cognitive and behavioral changes (Bayeck 2020). This is due to gaming being an active method that invites participants to dialogue, mutual learning as well as joint reflection (Vita-Barrull et al. 2024). This potential applies to both physical and digital games.

Ambition to:

- Develop a research-based game designed to promote knowledge and understanding of the population's diverse mobility needs and transport patterns.
- To provide knowledge and insight while playing the game.
- To target anyone who works with or is interested in transport and mobility.

TWO BOARD GAMES

Testing the prototypes!

1st round: Vallekilde Folk School, Concito, students in DK, SDC Beijing, among our families, and more.

2nd round: Knowledge Centre on Disability, Danish Cyclists' Federation, Danish Road Directorate, Bloxhub Mobility network, among colleagues.



Edition Green Transport and Diversity Ludo

Target / context: Europe and China

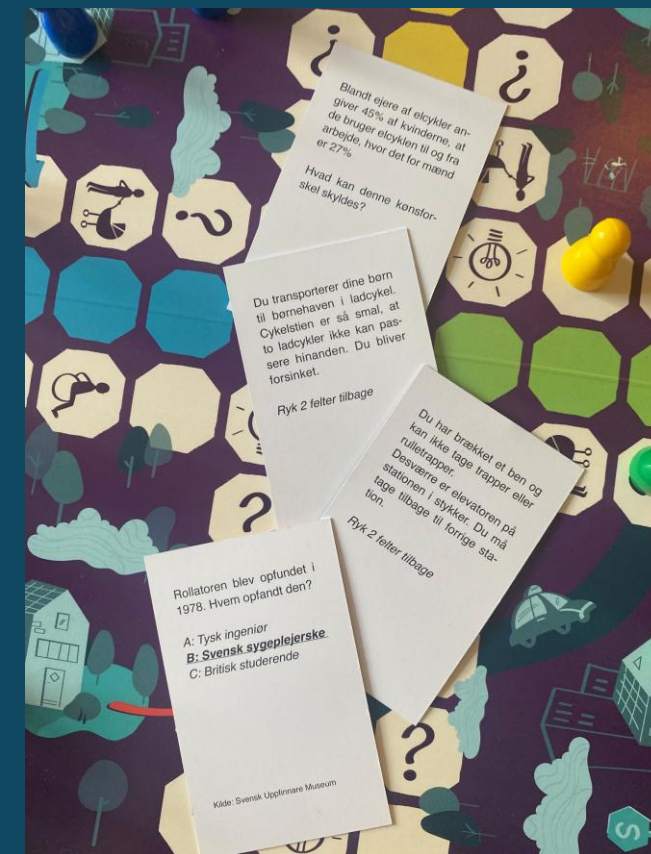
Content: Question cards, reflection cards + cards on transport modalities (biking, cycling, public transport, car driving)



Edition DiverCities

Target / context: Denmark

Content: Question cards, reflection cards + cards on mobility of care and disabilities





- Thanks!
- <https://koensforskning.soc.ku.dk/english/projects/green-transport/>