Women shaping mobility for a connected world

MPA 4, Level 0

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Transport and mobility are central to trade facilitation, sustainable development and economic growth. Developing all available human capital and leveraging all talent is vital to enhancing the transportation industry’s competitiveness and supply chain performance. Yet, participation of women in the transport sector is still very low; women account for only 17.5% of the workforce in EU urban public transport and hold less than 10% of technical and operational jobs.

More women means bringing more talent to transport and a broader view conducive to innovation and moving into the future. Women’s skills and perceptions are key to addressing different gender requirements in access to transport and mobility, responsiveness of transport systems to the needs and preferences of women, including safety and security.

This networking breakfast session featured the importance of integrating the perspective of women in the design of transport policies and initiatives. It highlighted innovative projects enabling inclusive and sustainable growth of transport, while enhancing greater gender equality in the sector.

Why does “Mobility for a connected world” imply a need for more women in the sector? What are the examples of some successful initiatives that demonstrate this? What is transport-specific about the gender issues? What are the catalysts for change in order for transport to be become more inclusive and gender balanced? How can international organisations, such as the International Transport Forum, support this aim? These questions were at the heart of the debate that brought together a number of remarkable women and men leaders who are inspiring change and innovation in the transport sector.

The speakers and discussion leaders included transport Ministers, policy makers, business, entrepreneurs, civil society and academia, among them:

- Mr. Simon Bridges, Minister of Transport, New Zealand
- Ms. Lisa Raitt, Minister of Transport, Canada (via video message)
- Ms. Susan Kurland, Assistant Secretary for Aviation and International Affairs, U.S. Department of Transportation, United States
- Ms. Robin Chase, Founder Zipcar, Veniam
- Ms. Mary Crass, Head of Policy and Summit Preparation, ITF
- Ms. Ann Frye, Director, Ann Frye Ltd
- Ms. Fabienne Herlaut, Senior Advisor Ernst & Young
- Ms. Jessica Jung, Director, Corporate Social Responsibility, Bombardier Transportation
Ms. Silvia Maffii, Managing Director, TRT transporti e territorio, Transport Planning, Polytechnic of Milan, the CIVITAS project “Gender Equality and Mobility”

Related information

http://www.oecd.org/gender/
www.dot.gov/APECWomen
Planning and Designing Transport Systems to Ensure Safe Travel for Women, ITF Discussion Paper 2014
Gender and Transport, ITF Discussion Paper 2011
International Conference on Women’s Issues in Transportation (WIIT), 2014
“Gender equality and mobility: mind the gap!”, CIVITAS Policy Paper

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Speaker

Simon Bridges
Minister of Transport
New Zealand

Simon Bridges is New Zealand’s Minister of Transport and Minister of Energy and Resources. He is Associate Minister for Climate Change Issues and Associate Minister of Justice. Bridges represents the electorate of Tauranga and is Deputy Leader of the House in the current government. Prior to standing for Parliament and election in 2008, Bridges worked as a Senior Crown Prosecutor. Since election, he has been a member of the Law and Order Select Committee, the Auckland Governance Select Committee, and the Maori Affairs Select Committee.
Speaker

**Susan Kurland**
Assistant Secretary for Aviation and International Affairs
U.S. Department of Transportation

As part of the Secretary of Transportation’s senior team, Susan Kurland directs economic and competition policy affecting the air transport industry and oversees the Department’s international activities. Her responsibilities include directing the Department’s participation in international aviation negotiations throughout the world. She also serves as the Department decision maker in proceedings involving the allocation of international aviation route authority, licensing of air carriers, providing air services to rural communities, and grants of antitrust immunity for international aviation alliance activities. In addition, Kurland leads the Department’s efforts on international co-operation, export promotion and trade advocacy in transportation.

Speaker

**Robin Chase**
Founder
Zipcar, Veniam

Robin Chase is a transportation entrepreneur. She is founder and former CEO of Zipcar, the largest carsharing company in the world; and founder and Chairman of Veniam, a vehicle communications company building the networking fabric for the Internet of Moving Things. She is on the Boards of the Massachusetts Department of Transportation, the World Resources Institute. She also served on the National Advisory Council for Innovation & Entrepreneurship for the US Department of Commerce, the Intelligent Transportations Systems Program Advisory Committee for the US Department of Transportation, and the OECD’s International Transport Forum Advisory Board.

Speaker

**Jessica Jung**
Director, Corporate Social Responsibility
Bombardier Transportation

Jessica Jung is Director Corporate Social Responsibility (CSR) at Bombardier Transportation. She is responsible for driving and communicating initiatives that Bombardier has put in place to position the company as a responsible corporate citizen and employer of choice. She is leading the paradigm shift in responsible citizenship, moving from philanthropy to creating shared value. In view of the demographic changes, gender diversity plays a key role on the CSR agenda. Before accepting the CSR role, Jung worked in Human Resources where she designed and implemented the Global Graduate Program, a development program for future leadership talent. Prior to joining Bombardier, she worked for Sony Europe where she assumed various roles as a professional in the Human Resources Development area.
Fabienne Herlaut is a senior advisor for Ernst and Young in Paris, supporting innovation for its advisory practice. She has been selected by BPI, the French State Bank, to conduct the “Diagnostic 360” programme which aims to accelerate growth for French small and medium size companies. In 2011, Herlaut created Ecomobilité Ventures, a 30 million euro, multi-corporate venture fund, associating SNCF (the French state rail operator), Orange, Total, Air Liquide and Michelin. The fund invests in early stage, sustainable mobility projects. The fund made 6 investments in Europe and the US between 2007 and 2011. Previously, Herlaut was a member of the executive committee and Head of Corporate Strategy and Sustainable Development at SNCF.

Mary Crass is Head of Policy and Summit Preparation for the International Transport Forum. She is responsible for the development of the programme and overall preparation of the annual International Transport Forum Summit. She has also been in charge of the organisation’s work on sustainable urban travel, accessible transport and social inclusion, and crime and terrorism in transport. Prior to joining the OECD, Crass worked as a private consultant focusing on transport and environment issues for, among others, the UN Environment Programme, the European Commission and OECD, as well as private enterprise. She was previously with a US-based environmental consulting firm specialising in environmental technical assistance work in developing countries and economies in transition.