



INTEGRATING GENDER IN Transport Operations

Transport infrastructure is a catalyst for economic growth, and transport-related spending amounted to about 2% of global GDP in 2015.¹ It gives access to jobs, education, and healthcare, connects goods and services to markets, and is a key driver of growth. The transport sector is also a key partner in the drive to tackle emissions and decelerate climate change.² However, transport projects can impact or benefit women and men differently.

By understanding the differentiated ways women and men benefit from, contribute to, and experience modes of transport, IFC clients can leverage these insights to maximize their profits while better sharing risks and benefits across the communities they serve. Gender-smart solutions, i.e. solutions that achieve overall business objectives of a client while closing relevant gender gaps in the process, present an opportunity for IFC and IFC clients to partner for better transport solutions.

GENDER IS AN IFC CORPORATE PRIORITY

Gender is a key cross-cutting strategic theme under IFC 3.0 and is included as part of IFC's capital commitments. IFC has long taken a comprehensive approach to reduce gender inequality—from supporting opportunities and improved working conditions for women employees, helping expand access to financial services for women, investing in innovative technologies that expand choices of female consumers, and supporting business skills and leadership training for women entrepreneurs.

As part of the recent capital increase, IFC has committed to:

- quadrupling financing for women and women-led SMEs.
- increasing representation of women on boards.
- more than doubling commitments to financial institutions targeting women.
- systematically integrating gender into projects.

By improving how gender is integrated in INR projects, IFC can further demonstrate its commitment to improving gender equality globally.

Increasing women's engagement in transport sector operations can...

	KEY ISSUE	BUSINESS CASE	CASE STUDY	KEY ENTRY POINTS FOR IFC PROJECTS
 <p>...increase the talent pool for the transport sector workforce</p>	<p>Women form a small proportion of workers in the transport sector. For instance, in Latin America, the participation of women in the construction of transport systems does not exceed 15% of the total labor in the sector, even though women represent 50% of the labor force in the region.³</p>	<p>Increasing the number of female workers can expand the talent pool available to companies. Lack of qualified personnel and management can cause poor implementation and supervision, leading to suboptimal risk management and lost business opportunities. Local recruitment that incorporates gender balance is more cost-efficient and can enhance the reputation and standing of companies, particularly in their host communities.</p>	<p>Almaty Electrotrans (AET), a municipal tram and trolleybus company in Kazakhstan, hired their first female bus driver in 2015. Although it was difficult to find women bus drivers because of legal restrictions on women's employment in Kazakhstan, AET now finds that women are better on the road, disciplined, and polite in the way they interact with customers.⁴</p> <p>A project in Georgia addressed efficiency and affordability issues in urban transport by including a gender action plan that assessed physical design and policies to help ensure protection of female employees and passengers against threats to safety and security. It included increased visibility of security personnel, lighting in all stations, stops, waiting areas, toilets, information on where to complain in cases of violations to personal safety.⁵</p> <p>To better understand the potential of new business models such as the sharing economy to better include women, IFC conducted research and produced the Driving toward Equality report, highlighting how ride-hailing apps can ease the entry of women into the transportation industry—from which they have traditionally been shut out.</p>	<ul style="list-style-type: none"> ▶ Assess and revise HR policies and materials to encourage and support male and female applicants, recruitment, retention, and promotion ▶ Conduct gender assessments to understand challenges with attracting, retaining, and promoting women and men employees ▶ Assess and update uniforms, PPE, and workplace design and infrastructure to support safe and best performance by women and men employees ▶ Assess incidences, risks, and reporting and referral systems related to gender-based violence ▶ Identify women and men gender champions who lead and coordinate gender activities ▶ Develop HR policies and programs ▶ Provide training for HR, management, and staff on the value of a gender diverse management and teams ▶ Obtain global gender certification (e.g. EDGE Gender, UNDP) and/or national gender seal
 <p>...increase supply chain options and stability</p>	<p>Women entrepreneurs often have smaller networks and face challenges accessing finance, making it harder for them to benefit from the transport sector supply chain</p>	<p>Women-owned and led SMEs form about 28% of businesses in developing countries.⁶ Supporting women-owned SMEs can increase supply chain options, leading to more secure supply chains, enhanced competition, and in some instances increased productivity and quality of supplies. Promoting supplier relationships with women entrepreneurs is associated with enhanced corporate responsibility and customer loyalty.</p>	<p>The international airport in Quito, Ecuador has benefitted from training and supporting women-owned SMEs in ancillary sectors like food processing, retail, and recycling.⁷</p> <p>By prioritizing a gender lens in the design and consultation process, an urban transport project in Vietnam added several unique features to the project: shop spaces for female-owned businesses, targets for jobs for women in construction and station operations, easy access drop-off and pick-up points, ticketing systems and train schedules to suit multiple trips and intermodal transport usage, marketing to women as metro users.⁸</p>	<ul style="list-style-type: none"> ▶ Provide targeted training and capacity building for local women-owned businesses ▶ Develop supplier portals to improve local supplier access to procurement opportunities ▶ Assess client procurement policies to identify opportunities to increase access for small and medium enterprises ▶ Help clients to develop a supplier diversification strategy ▶ Partner with local finance institutions and Banking on Women program to increase access to finance and reduce financing gap for women-owned businesses

¹ [Bridging Infrastructure Gaps: Has the World Made Progress?](#) McKinsey 2016.

² [World Bank Group: Transport](#)

³ [Relationship between Gender and Transport](#). IDB, 2016.

⁴ [Lessons on equal opportunity from Almatyelectrotrans](#). EBRD, 2015.

⁵ [Gender Toolkit on Transport](#). ADB, 2013.

⁶ [MSME Finance Gap Report](#). IFC. 2017.

⁷ [Major Infrastructure Project Empower Women-Owned Small Businesses in Ecuador](#). OPIC, 2017.

⁸ [Gender Toolkit on Transport](#). ADB, 2013.

⁹ [The Challenges of Enhancing Women's Mobility: Examples from Road Rehabilitation Projects in Timor Leste and Kiribati](#). World Bank, 2015.

¹⁰ Uteng, T. P. (2012). *Gender and mobility in the developing world*.



...gain a holistic perspective from community stakeholders

	KEY ISSUE	BUSINESS CASE	CASE STUDY	KEY ENTRY POINTS FOR IFC PROJECTS
	<p>Women's exclusion from, or low participation in, public consultations can undermine social license to operate, reduce community investment, and undermine women's safety and security.</p>	<p>Through broader stakeholder engagement, companies can achieve more comprehensive risk management. By actively engaging women in community consultations and collecting gender-disaggregated data, companies are better equipped to meet the needs of all stakeholders and can operate with stronger social license by ensuring benefits/risks are more evenly distributed between men and women.</p>	<p>A road project in Peru gave women the opportunity to express their transport needs in participatory workshops. Largely due to these consultations with women, 3,465 kilometers of non-motorized tracks were refurbished, thus connecting previously isolated communities to markets and services and increasing the economic rate of return of the project. A gender impact assessment conducted found that 77% of women traveled more frequently and 65% felt they traveled more safely. It also showed that women's participation increased project efficiency, transparency, and quality.⁹</p>	<ul style="list-style-type: none"> ▶ As part of the risk analysis process, conduct gender-sensitive consultations (for instance, gender-segregated consultations vs. gender-inclusive) ▶ Integrate gender into the methodology and analysis for all community assessments, resettlement programs, and community development initiatives ▶ Train community engagement staff on opportunities, challenges, and entry points to integrate gender across activities
	<p>Owing to gender roles, women tend to take more frequent trips for shorter distances and are more likely to travel with children.¹⁰</p> <p>Women face greater risk of violence and harassment when using public transportation.¹¹</p>	<p>Transport routes that consider the varying mobility patterns of women and men and their different travel needs, including enhanced safety in public transport, can expand ridership, by meeting women's needs, improving their experience, and increasing their sense of safety. These modifications can increase their desire to use public transport over other means, such as private vehicles.</p>	<p>An urban transport project in China integrated women's concerns such as lack of security, lighting and long wait times into the design phase. This led to changes to the project and improvements in traffic management, route scheduling, safety, and lighting.¹²</p>	<ul style="list-style-type: none"> ▶ Integrate a gender approach in obtaining disaggregated data of the demand and mobility patterns and planning the routes and facilities accordingly, thereby also increasing safety ▶ Use consultations to understand gender-specific safety concerns and incidents of sexual harassment on the road. In urban transport investments, there should be more focus on the design phase in particular, on how women use and experience urban transport differently than men ▶ Identify opportunities to invest in lighting, security systems, and policing to enhance rider safety and increase ridership
	<p>Public transport systems can present safety and security risks for women through sexual harassment, physical aggression, or other behaviors, which can be exacerbated where transit happens at night, or in remote or even very crowded areas. But women often rely on public transit systems for access to markets and services; identifying opportunities to make transport safer and more accessible can improve service quality and increase ridership.¹³</p>	<p>There is a strong need to make transport systems safer for women, Gallup's survey in 2011 showed that 60% of women reported sexual harassment on the street or in public transport in cities in China, Egypt, India, Israel, Japan, Pakistan, Korea, and the United States, among other countries.¹⁴</p>	<p>Through a collaboration in Mexico between the World Bank, the Instituto Simone de Beauvoir (ISB) of Mexico, minibus company COPESA, and an ICT company, a pilot project "Hazme el Paro," developed a mobile application for public transport users to report harassment as victims or witnesses, a marketing campaign to provide information and training for bus drivers. As a result, women reported feeling safer using public transportation.¹⁵</p>	<ul style="list-style-type: none"> ▶ Institute a strongly-worded and widely disseminated anti-sexual harassment policy, safe and anonymous complaints procedure, appropriate remediation measures, training, monitoring, and evaluation ▶ Develop grievance reporting, referral, and support systems for employees ▶ Ensure that there are adequate reporting, referral, and support mechanisms in the community, and that companies are connected to local authorities to monitor and respond to any changes in violence associated with transport operations



...help understand and mitigate gender-based violence

¹¹ Solotaroff, Jennifer L., and Rohini Prabha Pande. 2014. *Violence against Women and Girls: Lesson from South Asia*. The World Bank Group.

¹² *Gender Toolkit on Transport*. ADB, 2013.

¹³ *Gender Violence in Papua New Guinea: The Cost to Business*. ODI. 2015.

¹⁴ *Violence against Women and Girls: Lesson from South Asia*. The World Bank Group, 2014.

¹⁵ "No one helps...nadie me hace el paro"; preventing violence against women in public transport. The World Bank Group.

Integrating Gender into Investment Projects—Operational Entry Points

The INR gender team is available to help IOs at the following entry points:

Concept Review	IDENTIFY GENDER OPPORTUNITIES	Identify ways in which women and men may be impacted by and benefit from the project differently, including accessing employment, supply chain, and benefits/risks. Assess actions that will maximise opportunities and minimise risks for the project.
Appraisal	SUPPORT	Support for teams through review of project documents, ToRs, and input on project design.
	SCOPING/DIAGNOSTIC WITH CLIENTS	Identify actions to close potential gender gaps, as part of an investment project, or as opportunities to collaborate over time, using the broader suite of IFC offerings.
Board Approval	BOARD PAPERS	Provide input and language to address gender in board papers.
Disbursement/Supervision	CLIENT SUPPORT	For implementation of activities identified during scoping/diagnostic including trainings and capacity building.
	MONITORING	Help to measure and report on business and development impact of gender actions. Document and apply lessons learned to future investments and client engagement.

Resources For Gender-Smart Solutions in Transport

[Gender Tool Kit -Transport, Maximizing the Benefits of Improved Mobility for All | ADB, 2012](#)

Toolkit on ways to integrate gender into different transport subsectors.

[IFC Guidance Notes on Gender: Investment, Advisory \(Internal\) | IFC Gender Secretariat, 2018](#)

These guidance notes, prepared by the Gender Secretariat, include guidance on IFC's gender flag for tracking integration of gender into projects, and provide sector-specific guidance for how to use the gender flag in investment and advisory projects.

[Mainstreaming Gender in Road Transport: Operational Guidance for World Bank Staff | World Bank, 2010](#)

Shows gender trip patterns and mobility concerns as well as policy recommendations.

[Promoting the employment of women in the transport sector - Obstacles and policy options | ILO, 2013](#)

Overview of career cycle of women in the transport sector and challenges within different transport sectors such as maritime, railways, roads and trucking.

[Violence against Women and Girls: Lessons from South Asia | World Bank, 2014](#)

Illustrates patterns of violence against women including while using public transportation.

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<https://www.commdev.org/topics/gender/>

DRAFT FOR EVENTS



Creating Markets, Creating Opportunities