



A business case for female employment in transport

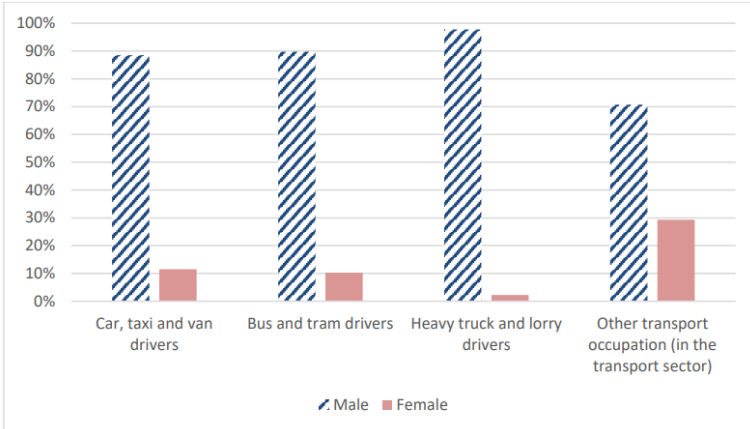
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Why are there so few women working in transport?

Car, taxi and van drivers: ~12%

Bus and tram drivers: ~10%

Heavy truck and lorry drivers: ~3%



WOMEN IN TRANSPORT

Only **22%**
of transport workers are **women!**

Share by gender and transport mode:



Barriers for women in transport

Most important barriers:

- **Discrimination and stereotyping**
- **Labour conditions (work-life balance, safety, hygiene)**
- **Negative job perception and career prospects**
- **Shortage of competences/ education**



Address your **labour shortage**

Filling vacancies

Did you know that **75%** of the logistics companies in the Netherlands face difficulties filling driver vacancies?

SNEL LOGISTICS:

Thanks to its gender policy SNEL logistics has **zero vacancies** – An average SME company of the same size would be **missing 10.5** drivers



How?



USE OF SOCIAL MEDIA TO PROMOTE DIVERSITY



FLEXIBLE WORKING HOURS



CLEAN AND SAFE WORKING ENVIRONMENT



SNEL Shared Logistics: *"A picture of one of our female drivers, encouraging others to apply, received 260 likes and 40 shares"*



Diversity improves **client relationships**

Excellent customer interaction

DUBLIN BUS:

On average **38% fewer complaints** received on trips with female bus drivers



 Dublin Bus Ireland

How?



FOCUS ON SOCIAL SKILLS



SAFE AND SECURE WORKING ENVIRONMENT



DIVERSITY AWARENESS TRAINING FOR CUSTOMER RELATIONSHIPS



Sofia Electric Transport: *"We receive more positive feedback from clients; our female drivers have great communication skills and listen to passengers"*



Measures to attract women in transport

Recruitment & training

- **Targeted recruitment, counter bias**
- **Showcase diversity, role models**
- **Provide training and career development**

Awareness

- **Internal awareness campaigns**
- **Women's networks**
- **Gender equality committee**

Work-life balance

- **Facilitating part-time work**
- **Increasing roster control**
- **Improved maternity leave provisions**
- **Childcare at work**

Health & safety

- **Self-defence training**
- **Safety equipment, security staff**
- **Better employee facilities**

Thank you for your attention & let's stay in touch



EU Platform for Change:

https://ec.europa.eu/transport/themes/social/women-transport-eu-platform-change_en

Next: Study on exploring the possible employment implications of connected and automated driving

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