

# Empowering women through Active Mobility

TDA Community of Interest Active Mobility



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# Community of Interest (CoI) Active Mobility



- Collaboration among Countries, Cities and Companies – the ‘3C’s’
- Goal: Peer-to-peer learning, thought leadership and jointly shaping international ambition and action
  - E.g., knowledge sessions, workshops, white papers, pilot projects, international events & forums

*A unique collaboration the ‘3Cs’ to accelerate the worldwide transformation of the transport sector towards a net-zero emission mobility system before 2050.*





# CoI members & gender equity

- Group of frontrunners: Importance of addressing gender barriers
- 25 CoI members: 60% women!
- Different experiences 3Cs around the world, but safety remains barrier globally
  - Female cyclists prioritize safety more than men
- Need to capitalize on current positive momentum for women in cycling



Countries
The Netherlands
France
Uruguay
Scotland
Cities / regions
City of Porto
City of Lisbon
City of Matosinhos / CEIIA
City of Quelimane
City of Rotterdam
State of California / Caltrans
Companies
PTV group
Mobycon
ICLEI (associated partner)
POLIS (associated partner)

## WOMEN IN CYCLING.

FEBRUARY 24TH, 2021

Digital Launch  
Programme

BROUGHT TO YOU BY



Cycling  
Industries  
Europe

velo|konzept



ECF  
EUROPEAN CYCLISTS' FEDERATION



Sports Marketing Surveys

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SPORT  
SATION  
IANCE

# France

- Study Cycling Economy in 2020:
  - “Women are the future of cycling: The more bicycle use increases, the higher the proportion of women”

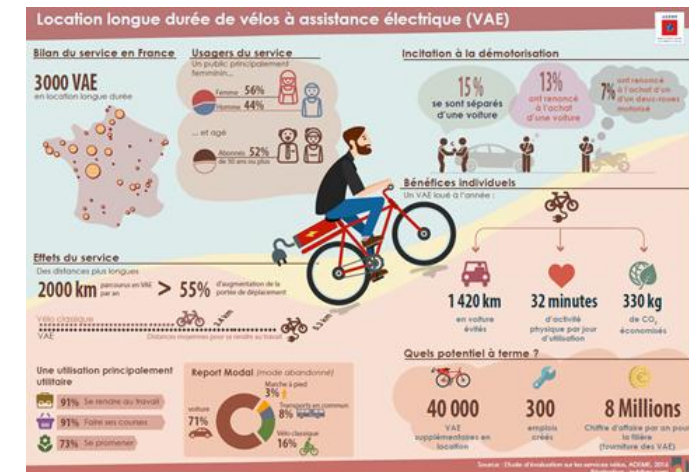
## LES FEMMES SONT L'AVENIR DU VÉLO

Plus l'usage du vélo augmente, plus la part des femmes est élevée



	% femmes	Part modale vélo
Strasbourg	47%	10%
Saint-Étienne	15%	0.5%

- Currently updating 2015 study:
  - Most free cycling lessons benefit women (87 % of all beneficiaries)
  - Long-term renting / grants for purchase of electric bikes benefits women more than men





# How Paris got Women on the Bike during pandemic

- Global trend: More gender parity in cycling during covid pandemic
- During pandemic Paris laid down:
  - 150km temporary protected bike lines
  - More access to electric bikes & subsidized electric bike purchases
  - 50 Eu bike repairs to all citizens
- Result: strong increase in cyclists & proportion of women cycling has grown from 36% to 41%!
- Strong female leadership since 2014: mayor Anne Hidalgo accelerating cycleway plans further



# CoI Active Mobility - Knowledge Series

- Knowledge series = exchange of knowledge in monthly workshops
  - #1/2 Kick-off
  - #3: Infrastructure
  - #3: Bicycle networks & bike parking
  - #5: Software in the Netherlands
  - #6: Education
  - #7: Employer approaches
  - **June 15th: #8: Safety challenges -> gender perspectives**
  - **Feel free to join us in this session!**



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**Transport  
Decarbonisation  
Alliance**