



MUJERES
EN MOVIMIENTO
Centro de liderazgo sustentable

Report of Activities - 2019

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2020 Work Plan

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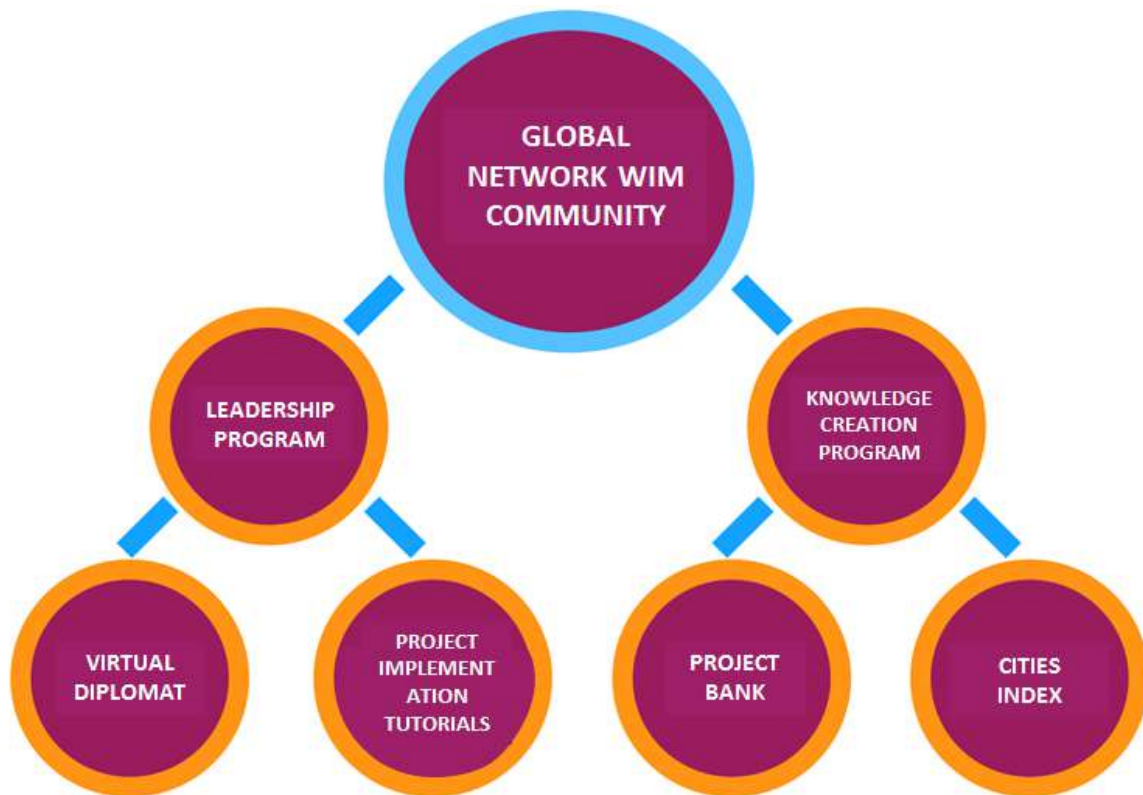
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Review of 2019 Work Plan

After the first activity of the Women in Motion Initiative in Santiago, Chile, the following guidelines were agreed in the short and medium term, as a basis for the construction of the Work Plan:

- Internal consolidation (Organization chart, values, membership).
- Reputation building (strategic alliances and participation in events, communication).
- Knowledge Management.

Therefore, the 2019 Work Plan was based on these guidelines and on the construction and strengthening of a Global Network, as seen in the Figure below.



As a leadership center in sustainable and safe mobility, we link competencies and strengthen the leadership capabilities of women in the network, by providing them with training tools and content; in management skills, conflict resolution strategies, political

communication, creative thinking, advocacy and development of public policies, to name a few items.

The special emphasis of this leadership center is in the construction of inclusive cities with gender perspective. Given the relevance of the active participation of women in the definition of public mobility policies, as well as the inclusion of the gender perspective in the planning of the transport system, which generates more and better opportunities for displacement, favors productivity and economic development of the countries, allows the improvement of the environment for educational development and empowers families, while generating improvements in the quality of services.

Our work is based in 4 WiM pillars:

1.1 Annual Leadership Program

Within the framework of the Leadership Center, we sought to promote the first “Annual Leadership Program in the Sustainable Agenda”, with the aim of enhancing the female presence in decision-making spaces, through a course that will be taught annually.

The Program seeks to strengthen the leadership of women working on the Sustainable Agenda, and complement their technical knowledge with tools of political management, human talent, creativity and adaptability, which allows participants to achieve their goals, both in public offices and in the private ones; and thus implement the UN Sustainable Development Goals, collaboratively and horizontally.

1.2 WIM Network

Women in Motion means more women working in the transport sector and with the technical knowledge to promote sustainable mobility and gender equity. For that, through the creation of a Global Network in the Agenda for Sustainable Mobility, we want to provide women who work in it with practical and technical tools with academic and experiential certification, to promote modern, sustainable and feminist leadership.

The core of our Initiative is based on the **Women in Motion Network Chapters (WiM NC)**. In order to empower women and bring more women to the sustainable and safe mobility agenda, Mujeres en Movimiento has activated different regional chapters throughout Latin America. The chapters are structured horizontally, promoting the inclusion of consolidated and emerging leaderships from each of the countries to the network.

The activities planned for the Network are

- **Directory of experts in cities** that work on the sustainable mobility topic with a gender perspective.
- **Knowledge creation** in transport and gender perspective for cities.
- **Women empowerment networking** for emerging leaders.
- **Space for mentoring.**
- **Leadership Program and workshops.**
- **Webinars.** As an opportunity to disseminate knowledge and generate debate on sustainable mobility with a gender perspective. Academics and associate experts of the Network will be invited to start a discussion on the subject in Latin America.
- **Participation in international events** to spread the Initiative and build reputation.
- **Institutional alliances:** Generate and maintain alliances with organizations that work on the topic of sustainable mobility with a gender perspective. Such as ECLAC, TUMI, AFD, CAF, IDB, Uber and Hivos. These alliances are made in order to promote and make visible the participation and leadership of women in the transport and mobility sector, generate knowledge and technical capacities for the implementation of public mobility policies with a gender approach, and consolidate the Network of Women in Motion through the inclusion of new emergent and inclusive leaderships.

1.3 Knowledge Management

In terms of research, it is found that information on public transport policies with a gender perspective is not unified or systematized, and there is no discussion about the effectiveness of the policies implemented to date. In addition, access to information is not easy and more research efforts are needed to make visible the experiences of women in transport in Latin America.

In view of the above, we seek to create content, manage and centralize it, in order to facilitate access to information and bring women's perspective to the sustainable agenda. Accordingly, the activities proposed for this part of the Work Plan are:

- Work in a Virtual Public Policy Library with a gender perspective
- Glossaries, systematization and unification of terms
- Studies and Guides.
- Investigation.
- A Cities Network of best practices.

1.4 Pool of experts

At this stage, the Initiative acts by offering technical consulting services on sustainable mobility issues with a gender perspective. Technical advice will be provided in order to find synergy to technically support mobility and gender projects in the region. For that, there will be qualified experts in different topics such as:

- Transport Planning
- Public Policy Design
- Sustainable mobility
- Sustainable mobility with a gender approach



Main Activities carried out in 2018 – 2019

Among the activities carried out by Women in Motion for the promotion of female leaders in the mobility and transport sector in 2019, there are the following, according to each pillar of work:

1.5 Women in Motion Network

1.5.1 Webinars series, Latin America July - December.

In partnership with the TUMI Initiative, the World Bank and the Euroclimate + Program of the European Union, implemented by AFD and GIZ, Women in Motion began a cycle of webinars on gender and transport in July 2019. Webinars are proposed as a space for dialogue to share experiences on mobility issues with a gender perspective.

We achieve more than 125 women per session, from Mexico, Colombia, Brasil, Ecuador, Bolivia, Costa Rica, Argentina, Chile, and more. Our ponents were amazing and empowered women who work in the public, private and civil society sector. Because the great response of the women in transport community, we are going to launch a second season this year, with 7 more topics.



MUJERES EN MOVIMIENTO presenta

Serie de Webinarios

GÉNERO Y TRANSPORTE EN AMÉRICA LATINA

Programación 2019

- 23 de Julio 9:30hs CDMX *Género y transporte en América Latina - una introducción*
- Agosto *Entender mejor los patrones de movilidad femeninos*
- Septiembre *Mujeres y ciclismo urbano*
- Octubre *Planificación de movilidad con perspectiva de género*
- Noviembre *Auditorías de seguridad- ejemplos y alcance*
- Diciembre *Participación de las mujeres en el sector- como superar las barreras*

Financiado por:




WEBINARIO #1
Martes, 23.07.2019,
9:30 hs (CDMX) y 11:30 hs (BÁ)

GÉNERO Y TRANSPORTE EN AMÉRICA LATINA

UNA INTRODUCCIÓN

¿POR QUÉ HABLAR DE GÉNERO Y TRANSPORTE?

La mayoría de los sistemas de transporte han sido pensados como neutros en términos de género. Sin embargo, mujeres y hombres tienen diferentes patrones de movilidad, necesidades y problemáticas a la hora de desplazarse en las ciudades.

Si estas diferencias de uso no son tenidas en cuenta a la hora de diseñar y planificar las redes de transporte y los espacios públicos, las ciudades y sus sistemas de transporte no garantizan la posibilidad de desarrollo profesional y personal de la mayoría de las usuarias. Esto resulta clave a la hora de achicar brechas de género y fomentar un sistema de transporte inclusivo.

Este primer encuentro de la serie de webinarios impulsados por Mujeres en Movimiento tiene por objetivo introducir la temática de género y movilidad desde la perspectiva latinoamericana, explorando ejemplos de políticas, proyectos e iniciativas para un sistema de transporte sensible al género y al empoderamiento de las mujeres en el sector.

KARLA DOMÍNGUEZ GONZÁLEZ
Especialista de Género y Transporte para el Banco Mundial para América Latina y África. Se enfoca en operacionalizar la perspectiva de género en la agenda de transporte.

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Gerente de la Práctica Global de Transportes para Europa y Líder del Grupo de Trabajo de Género en el Banco Mundial. Ex-Subsecretaria de Transporte, Ministra de Obras Públicas y Transporte en Costa Rica.

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En colaboración con:



1.5.2 Speed Connections - Washington, January 2019

In partnership with Uber, Women in Motion developed a series of events to disseminate technical knowledge in transport with a gender perspective and create synergies between experts in gender and transport, in order to promote female leadership in the mobility sector. In the framework of Transforming Transportation TT 2019, a speed connections activity was carried out to find synergies between experts in mobility and gender equity. In this, we sought to promote an informal space for participants to share their projects and ideas resulting from the Gender, Leadership and Mobility Seminar.

1.5.3 Emphatic Dialogues Workshop - Sixth International Conference on Women in Transportation, Irvine - California, September 2019

On September 12, 2019, Women in Motion organized the “Emphatic Dialogues Workshop” at the Sixth International Conference on Women in Transportation (WIT 2019), organized by the Transportation Research Board (TRB). The workshop aimed to introduce concepts of leadership, knowledge and research applied to the design of projects and effective public policies, with a gender approach that can be implemented. Through a participatory methodology, participants defined the public policy steps for a

project of mobility patterns, female leadership in the mobility sector, transport safety and collaborative economy.

1.5.4 Mexico's Network Launch, October 2019



1.5.5 First International Congress 50-50 More Women on Bikes, Bogotá - Colombia, September 2019

Women in Motion participated strategically in the selection of emerging leaders recognized at the Congress. Based on this experience, we have defined the continuation and replication of this Seminar in the region, and the next version will be in Jalisco, Mexico. Because the success, the Congress will have a big transformation, and it will be the Annual Congress of Women in Motion, working not just in cycling, but in Sustainable Mobility, women, and cities.

1.5.6 Colombia's Network Launch, September 2019

Within the framework of the "50-50 More Women in Bike" Congress, the Network of Women in Motion in Colombia was launched. Women from different mobility sectors in Colombia participated in the event and took the opportunity to consolidate a list of contacts for the activation of the Network in 2020.



1.5.7 Perú's Network Launch

During the first half of 2019, the chapter of Peru were launched. In this launch, a Women in Motion Initiative representative made a presentation and how it can operate for the advancement of female leaders in the country, accompanied by a symbolic act of signature led by local personalities related to transport and mobility issues.



1.5.8 “Public policies of sustainable mobility with gender equity” Week - San José - Costa Rica, April 2019

From April 8 to 12, 2019, Women in Motion Costa Rica celebrated the week of “Public policies of sustainable mobility with gender equity. A step forward in equality.” As part of the week, a set of training workshops, work sessions, analysis and preparation of proposals related to the right to the city and public transport with a gender perspective were organized. These activities were attended by women from political parties, public institutions, social organizations and youth.



1.6 Annual Leadership Program

1.6.1 Gender, Leadership and Mobility Seminar - Washington, January 2019

Women in Motion held on January 15, 2019 the Gender, Leadership and Mobility Seminar, within the framework of the World Bank event and the IRG Transforming Transportation TT 2019. The seminar addressed the issues of gender and transport agenda in the world, in addition of female leadership, women's personal safety in transport, employment, planning infrastructure and transport operation incorporating the needs of women. Among the panelists, there were representatives from the World Bank, IDB, WRI, TUMI, CAF and Uber.



1.6.2 The First Women in Motion Seminar, Santiago de Chile - Chile, October 2018

During the CEPAL Second Cities Conference, Women in Motion held its first Seminar on October 16th and 17th 2018, in Santiago de Chile. The Seminar objective was to give women working in the transport sector practical tools to promote modern leaderships, through activities that addressed female leaderships, networking, (self)empowerment, conflict management and strategic communication.

The Seminar had more than 60 participants from 10 countries: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, Spain, Mexico and Perú.



This is a summary of our most important activities this last year and a half, but also we have been taking action in some other international events, such as the Pre COP, and COP 2019, the International Transport Summit in Bilbao 2019, the Global Mobility Summit 2019 in India.

2020 Next Steps

For 2020, Women in Motion will implement the following activities, according our Work Plan:

1.7 Annual Sustainable Leadership Program. Mobility and Gender in Latin America: Leadership and knowledge, powered by AFD.

Due Date: Santiago of Chile, June 2020.

The Annual Program has as **general objective** to strengthen the strategic capacities of leaders in management skills, political management, conflict resolution, teamwork, collective culture, political communication, creative thinking and their impact on the promotion and development of public policies sustainable with gender equity.

And **specific objectives**:

- Generate and provide to the participants strategic information, which allows them to generate better political communication, through tools based on leadership, motivation and conflict management.
- Provide strategic tools to the participants, which allow them to generate the necessary confidence to achieve a sustainable agenda through participation mechanisms, teamwork and circular leadership.

- Identify the main techniques in the field of political management for non-politicians, which allow generating better communication with the different actors that influence decision-making within the social scheme, as well as tools to address public affairs.
- Provide and generate knowledge in the participants about the technical process of generating public policies with a gender perspective.

1.7.1 MOOC: Inclusive mobility in Latin America: Management Capabilities and Knowledge, with CAF and AFD.

Due Date: August, 2020.

The MOOC general objective is strengthen and offer strategic tools that allow women to acquire managerial, political management, conflict resolution, teamwork, collective culture, political communication, creative thinking skills and their impact on the promotion and development of sustainable public policies with equity and inclusion. We start from the thesis that establishes that female empowerment is built through the strengthening of managerial skills, consolidation of connections and multidisciplinary networks, and effective and active participation of each woman. As a result of this cooperation will build a digital platform of knowledge, such as an online program and a digital knowledge library.

1.8 Women in Motion Network

1.8.1 Consolidation and activation of local networks

Due Date: From February to November, 2020.

In order to continue promoting the articulation in networks of women working on the sustainable agenda, we will promote activities to activate the local networks of Women in Motion, as well as support and follow-up to the women who lead these spaces locally.

1.8.2 Webinars series 2020

Due Date: From January to November, 2020.

In 2020 the webinar program will continue in partnership with the TUMI Initiative and the Euroclima + program.

1.8.3 Mentoring Program

Due Date: February, 2020.

In order to make visible the leadership of emerging leaders in Latin America, we will promote a mentoring program, where the mentors will receive support from women leaders for the planning, development and implementation of their projects and initiatives.

1.9 Knowledge Management

1.9.1 Study of open concessions for public transport with a gender perspective (Hivos)

Due Date: July, 2020.

Women In Motion with Hivos Latin America and the Caribbean are developing the study: OPEN CONCESSIONS FOR PUBLIC TRANSPORTATION WITH A GENDER PERSPECTIVE. This study aims to develop a participatory methodology for the identification of criteria and indicators with a gender perspective, which serve as support in the processes of open contracting of public transport systems.

The study contemplates the analysis of the open contracting processes of the Quito, Ecuador metro system and the Santiago, Chile bus system as well as workshops for the co-creation of indicators in the city of Bogotá and the state of Jalisco, as experiences pilot.

1.9.2. Guide to prevent all kind of violence for women, in transport and public space.

Due Date: October, 2020.

In 2020 we will consolidate a Women's Safety Technical Working Group to gather international experts to define a comprehensive and useful sexual harassment protocol for public transport. This effort will revise the existing mechanisms and routes in place in different cities in the region and develop guidelines to implement a protocol that responds in an effective manner to the specific experiences women face in public transport.