

EMPOWERING WOMEN IN E-MOBILITY

Key Principles for Project Design for WOMEN

Conduct a thorough baseline assessment to understand the local context

Analyze existing gender-inclusive projects to learn from successes and failures.

Research gender-based violence (GBV) in public spaces and transport, along with relevant policies.

Identify key stakeholders including civil society, public authorities, and companies with a strong gender focus.

Refine the context analysis by identifying social norms around women's involvement in transport.

1 Planning

➔ Refine the context analysis by identifying social norms around women's involvement in transport.

Design empowering driving training programs, considering

Selecting an appropriate cohort size for close monitoring and individual needs.

Beneficiary selection criteria to ensure commitment and suitability.

Choosing a driving school with experience training women and a focus on safety and gender sensitivity.

Providing financial and geographical support to minimize participant dropout rates.

Addressing GBV concerns and creating safe spaces for reporting.

2 Training

➔ Ensure training on electric vehicle specifics, including driving, charging/battery swapping, maintenance, and sustainable battery use.

Before and during training, address potential challenges

Clearly communicate physical demands and organizational/financial realities of operating EVs.

Create safe spaces for women to discuss future operations and compatibility with family duties.

Choosing a driving school with experience training women and a focus on safety and gender sensitivity.

Partner with male family members to promote project inclusivity.

3 Retain Women in Workforce

Consider passenger vs. delivery service

Assess safety, working hours, physical implications, and market potential for both options.

Explore collaboration with delivery companies and ride-hailing platforms catering to women.

Prioritize daytime operations to minimize risks and allow for care duties.

Understand Perceptions of Trained Women

Before Training

Motivations for becoming a driver included economic empowerment, family well-being, and a desire to be a catalyst for progress.

Identified barriers included road safety concerns, lack of experience, and unfavorable working hours.

Training needs included technical knowledge, safety training, and support for female drivers.

After Training

Report and analyse experiences.

Address challenges, such as costs of spare parts, road accidents, and health concerns (back pain, fatigue).

4 Evaluating Understanding & Monitoring