



THE CHALLENGES OF WOMEN IN PUBLIC TRANSPORT IN BRAZIL: WAYS TO EMPOWERING

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Outline

1. Background: gender in urban mobility in Brazil (what we know from data)
2. A pressing issue: sexual harassment in public transport
3. Measures taken against sexual harassment
4. Technology for empowering women in public transport: the case of the app Nina
5. Final message: *how can women be empowered through public transport?*

The background: DATA

Research by Haydée Svab (University São Paulo): based on the Origin-Destination survey - Sao Paulo Metrop. Region (1977-2007)

- Women walk more than men
- Children walk more than adults
- Women make more trips per day than men
- Women use public transport more than men
- Men are the user of the car in the household
- Men make more trips are sole user of the car than women

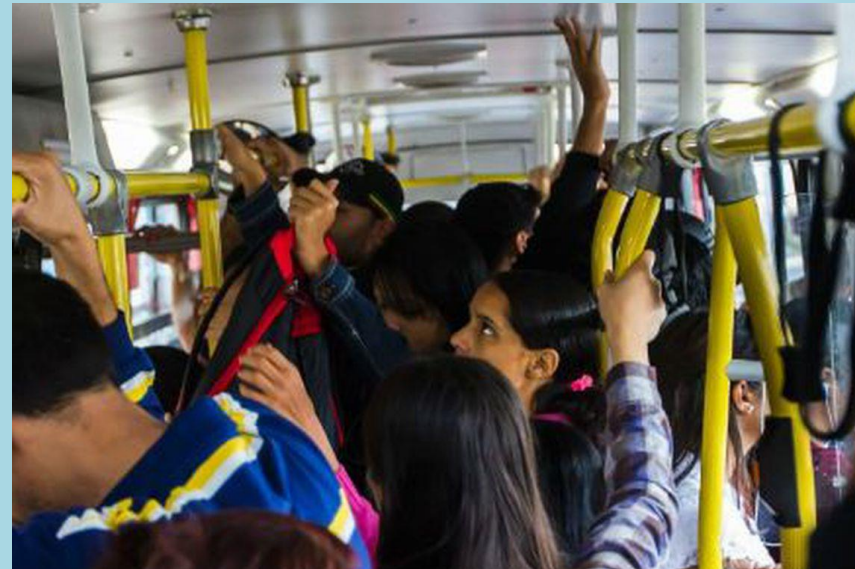
The background: DATA

Research by Haydée Svab (University São Paulo): based on the Origin-Destination survey - Sao Paulo Metrop. Region (1977-2007)

- Women make more trips on family purposes than men
- The presence of children influence mobility patterns of women more than those of men: (less trips when children 0-4y, more when 5-9y)
- Gender gap: access to work drop to less than one third when comparing a single man with car and no children and women with children and no car

But... there is another main difference between men and women regarding mobility conditions:

**WOMEN ARE VULNERABLE TO SEXUAL
HARASSMENT IN THE PUBLIC TRANSPORT**



Measures recently taken

Federal Law # 13.718, September 2018

- Characterizes the type of crime of sexual harassment in public transport.
- But a law does not deal with the procedures for punishment, this comes from the police.



Measures recently taken

São Paulo Metro Rail Campaign



TECHNOLOGY TO EMPOWER WOMEN IN PUBLIC TRANSPORT



Cidades seguras para **mulheres**,
cidades seguras para **todos**.

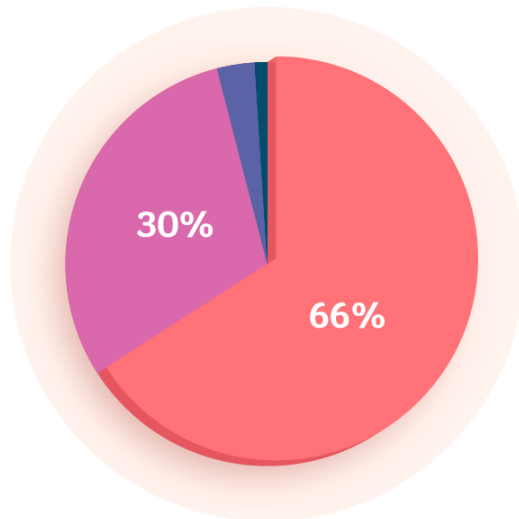


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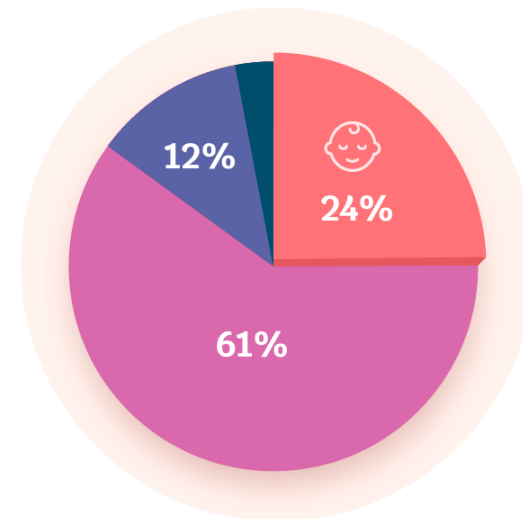
Results of 4 months pilot-project of NINA in the city of Fortaleza, Brazil

Number and Gender of App Users



● Mulher: 95 **Women 95**
● Homem: 43 **Man 43**
● Não-binário: 5 **Non-binary 5**
● Mulher Trans: 1 **Transsexual woman 1**
Total de usuários: 144 Total Users 144

Age of App Users

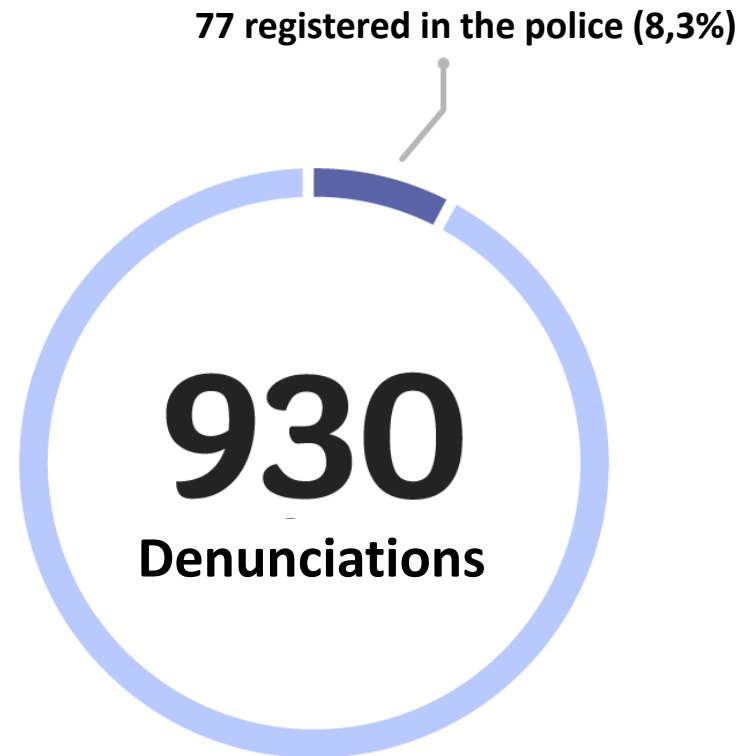


● De 0 até 20 anos
● De 20 até 30 anos
● De 30 até 40 anos
● Mais de 40 anos

Why this?

- It is still a taboo involving a lot of shame.
- Social tendency to blame the victim
- Difficulty in proving that the crime happened: Abuser must be caught in the act

Denunciations registered in the app and in the police department



Final Message: *How Women can be Empowered through Public Transport?*

- It is not enough to have law and technology!
- Governments must take the lead in understanding the vulnerability of women and improve public transport and police procedures.
- Cultural change that goes beyond only public transport to an issue of respect towards women's body and gender equality in all aspects of life, including reviewing social roles.







WE NEED TO BE RESPECTED



धन्यवाद
Thank you!

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