

# German Hub

Managed by:  
Technische Universität Ilmenau; plan & rat

# TInnGO

Transport  
Innovation  
Gender  
Observatory

*th*  
TECHNISCHE UNIVERSITÄT  
ILMENAU



# The Project



**Transport Innovation Gender Observatory** - Demographic change and participation of women in transport

**Förderprogramm:** Horizon 2020

**Laufzeit:** 01.12.2018 - 30.11.2021

**Webseite:** [www.tinngo.eu](http://www.tinngo.eu)

**Koordinator:** Coventry University

**Partner:** 20 Partners from 13 EU-Countries

**Hubs:** 13 EU-Countries form 10 Hubs



# The Project

## Goals:

- Development of a pan-European information and knowledge platform for gender- and diversity-specific smart transport innovation
- Creating a nexus for data collection, analysis and dissemination of gender mainstreaming tools and open innovation
- Collection, processing and provision of the existing knowledge from thirteen different EU countries
- Encouraging a change in thinking when planning and implementing concrete mobility strategies



# The Hubs



# The Hubs



The hubs extract and process nationally and internationally available knowledge in the areas of mobility, gender and diversity. Together, they develop a user-centred information platform on which the processed knowledge, tools and practical examples are made available to a wide range of users in an application-oriented manner. To ensure this, they work with regional actors to understand their context, tasks, goals and interests, while at the same time sensitising them for the topic of Gender & Diversity Smart Mobility and increasing their ability to act through the transfer of knowledge and training materials.

The scope of action of the hubs therefore includes researching specific questions on Gender and Diversity Smart Mobility, developing concrete solutions together with stakeholders and testing them with users, and then disseminating the results.



# The Hubs



## Tasks:

- Collection and analysis of national research data, mobility data, policies and strategies with a gender and diversity perspective
- Preparation and provision of materials/results on the TInnGO platform
- Information on policy and practice at national level regarding gender and diversity specific transport innovations
- Development of gender- and diversity-sensitive transport innovations with local partners at city/municipality level by TInnGdLabs, leading to visible changes in local practice
- Exchange of knowledge and experience with other hubs



# The German Hub

## focuses on

- the promotion of a gender- and diversity-sensitive participation culture as a key element of the mobility planning process and
- an gender- and diversity-sensitive evaluation of mobility data.



# The German Hub



## Gender- and diversity-sensitive participation culture as a key element of mobility planning

For this purpose we are looking for **COOPERATION PARTNERS** from the field of public transport who are interested in initiating concrete projects that contribute to a stronger consideration of the needs and requirements of different user groups (e.g. women, children & youth, senior citizens, persons with disabilities, persons with migration background etc.).





# The German Hub



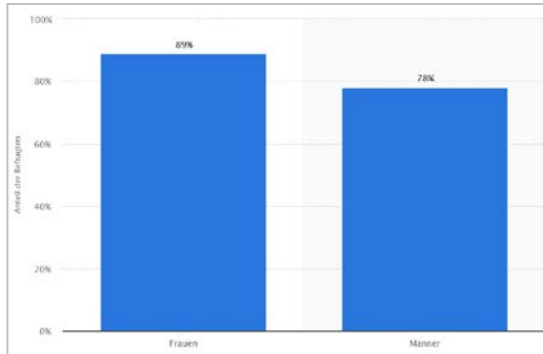
## Possible areas for action are:

- Gender- and diversity-sensitive design of social media channels
- New approaches/perspectives for a gender and diversity sensitive evaluation of mobility data



## Gender- and diversity-sensitive design of social media channels:

Statistics and studies show that in Germany (but also in the USA, for example) more women than men use social media. They do so primarily to communicate/maintain contact with their loved ones, to acquire How-to knowledge for everyday life situations and to draw support from networks.

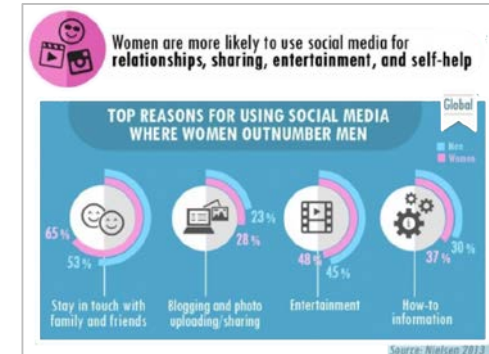


Percentage of surveyed Internet users using social media by gender in Germany in 2018

Source:  
<https://de.statista.com/statistik/daten/studie/1031476/umfrage/nutzung-von-social-media-in-deutschland-nach-geschlecht/>

Reasons for using social media  
Comparison of women and men  
2013

Source:  
<http://tobesocial.de/blog/social-media-networks-nutzungsstatistiken-mann-frauen-online-facebook-infografik-nutzung-statistik-studie/>

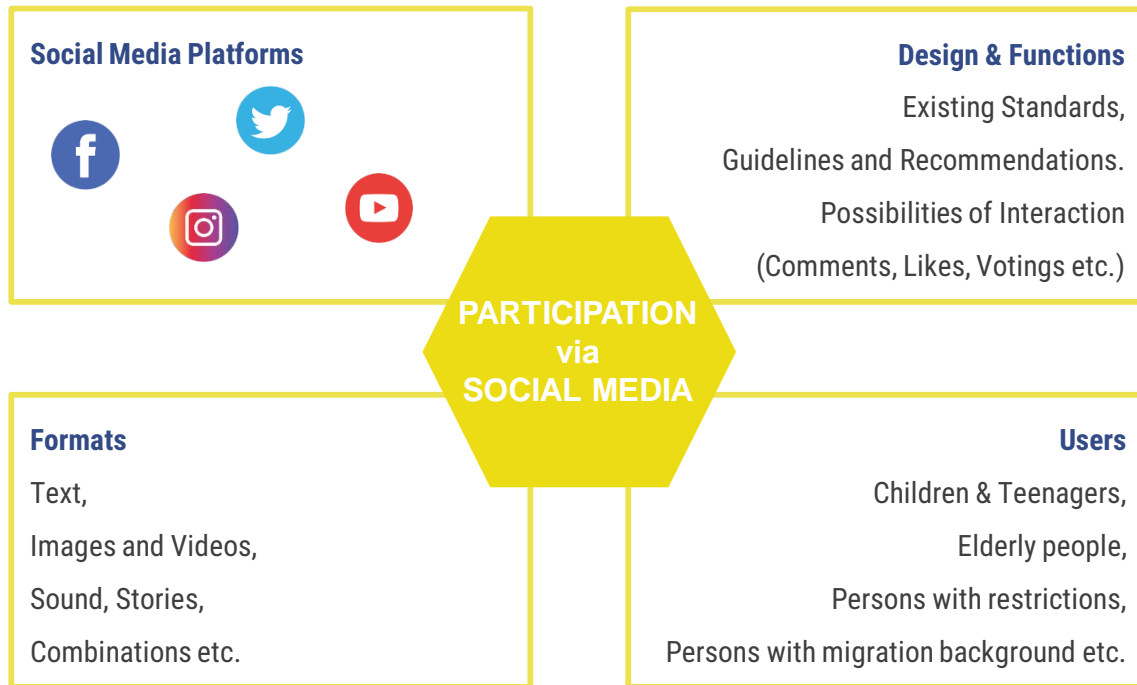


# The German Hub

This shows the willingness to change things or to take things into one's own hands and to communicate and share this in the community. In addition, women use public transport more often than men and are also more likely to take care of accompanying, nursing and supply needs. Therefore, they have an enormous experience and knowledge regarding the challenges of public transport use. This results in a variety of requirements for public transport to make it more attractive, easier to use and more sustainable. This combination forms the basis for the integration of public participation via social media in the mobility planning process. However, despite social media affinity on the side of the users, corresponding offers are rarely provided.



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Gender- and diversity-sensitive design of **SOCIAL MEDIA** channels to enable as many citizens as possible to participate.



# The German Hub

**New approaches/perspectives for a gender- and diversity-sensitive evaluation of mobility data**, which contribute to a better understanding and fulfilment of the requirements of user groups, in particular those of "hard to reach groups".

- MiD (Mobilität in Deutschland/ Mobility in Germany data set)
  - Regional data
  - Etc.
- ➔ Analysis under the aspects of transport, gender and smart mobility - methodological and professional competence
- ➔ Review of data evaluations to extract relevant results and identify and fill any gaps



# The German Hub



Would you like to learn more about the Hub and/or get information about a possible cooperation?

Please contact us:

**Technische Universität Ilmenau – Media Production Group**



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