

Juliane Krause, Germany



“Further training and education should be provided for the development of gender smart mobility (for young people, but also for people who have been in the job for years).

Training and mentoring programs to motivate girls to enter transport professions.”

Juliane Krause’s professional background

- Since 1985 owner of the planning and consulting office “plan & rat”.
- Since 2017 she holds a lectureship at the RheinMain University of Applied Sciences in the Faculty of Architecture and Civil Engineering in the Mobility Management course, on the subject of "Mobility and Sustainability.“

Her company is active in the field of municipal transport planning and as experts in research and development projects. An integrative, social and environmentally friendly traffic planning is the main focus of the office for municipal planning and consulting.

Juliane Krause’s story

Juliane Krause was born in 1953 in Germany and has worked in the field of transport since 1984. She was already interested in urban and traffic planning by the time she finished school. Questions of mobility and how to make our cities liveable always moved her. After her A-level exams, she began her studies in civil engineering in 1972, specializing in urban and regional planning (methodology of urban and regional planning, urban design), urban transport (road traffic engineering, metropolitan transport) and hydrology at the Technical University of Braunschweig. In 1979, at the age of 26, she successfully completed her studies as a diploma engineer. Afterwards, referendar training in the field of urban planning in the district government of Braunschweig followed which she completed in 1982 with the “Große Staatsprüfung (Great State Exam) and was appointed as a building assessor.

Between 1983 and 1984 she worked as a research assistant at the Institute for Urban Development at the Technical University of Braunschweig. Within the scope of her activities she was responsible for the processing of a research project on route choice of cyclists. From 1984 to 1989 she joined the Department of Transportation at the University of Kaiserslautern for a position as a research assistant. During this time, she was involved in two research projects within the framework of the inter-ministerial model project "Area-based traffic calming". Her focus was on the documentation of measures and public participation. In addition, she was also involved in teaching. Besides working for the University of Kaiserslautern, she began working as a freelance traffic planner in 1984. In 1985 she opened her office for municipal planning and consulting "plan & rat" and since then she has been working on research projects and projects of municipal clients in the field of integrative

urban and traffic planning/communication. Within the scope of her activities Juliane Krause gives many lectures and regularly publishes expert articles. In 1987, only two years after founding her company, Juliane Krause became a mother. Due to her experience during her time as a research assistant as well as from her consulting activities, she received a teaching assignment at the University of Applied Sciences Anhalt - University of Applied Sciences Bernburg - Dessau - Köthen in the field of "Traffic Planning" in the course of studies of Landscape Management from 1997 to 2006. Since 2017 she holds a lectureship at the RheinMain University of Applied Sciences in the Faculty of Architecture and Civil Engineering in the Mobility Management course, on the subject of "Mobility and Sustainability" (Social Dimension of Mobility).

Political commitment

Juliane Krause also expresses her passion for topics such as sustainable urban and transport planning, gender equality and citizen participation at the political level. From 1989 to 1991, Juliane Krause was a member of the Braunschweig City Council as Chairwoman of the Environmental Committee.

Since 1992 Juliane Krause has been an active member of Bündnis90/DIE GRÜNEN. From 1992 to 1996 she was a member of the supervisory board of Braunschweiger Verkehrs AG.

Since 1994, she has been head of the Gender and Mobility working group of the Road and Transport Research Association.

In addition, she was a civic member of the planning committee from 1996 to 2001 and a civic member of the transport committee of the Greater Braunschweig Regional Association from 2001 to 2006. From 1986 to 2001 and again since 2011 she has been a member of the district council of the eastern ring area. Since 2013 she is even deputy mayor of this area.

Interview – Juliane Krause on

...experiencing support during her career.

"My mathematics teacher was formative at school and recommended me to study civil

engineering. During my work as a research assistant at the University of Kaiserslautern I was supported by my professor. He also supported me in topics that were not so popular at that time, such as bicycle traffic, women's issues in traffic planning."

... experiencing hurdles during her career.

"I encountered hurdles when applying for jobs in public administration. Until the year 2000, it was still very difficult for women to get into leading positions (e.g. as head of city planning department). The applications were without success. In my work as a freelance traffic planner with my own office, I feel that I have equal rights."

... facing difficulties related to gender barriers and stereotypes.

"It starts with gender-sensitive language. This is far from being taken for granted. This discussion continues to this day. Until well into the years after 2000, the opinion was also held that a woman (and then with a small child and as a single parent) is not suitable for a leading position in the administration. Another point is the verbal picking up of women (sexual harassment, sexism), which women are still sometimes exposed to."

... the challenge of climbing the career ladder as a woman in this business.

"Climbing the career ladder is difficult, because there are still more men than women in management and top positions. Women are hitting the "glass ceiling", there are still too many "men's unions."

... facing challenges while working in a male-dominated business.

"In the past, at the beginning of my professional career, I was the only woman in meetings or at events. Luckily, this is no longer the case. Also in the past, one used to be traded as a "quota

woman” for projects.”

... being subject to misogynist remarks.

“There were occasional verbal overtures (language, sexism), but not from colleagues at the same level of the hierarchy, but rather from people in the office community (subtenants). But I still never wanted to change to another branch.”

“ Never lose sight of your own goals.”

...how she thinks she is perceived by male colleagues/ collaborators.

“Competent and reliable.”

... the key factors of her professional success.

“Competence and perseverance (never lose sight of your own goals). Enthusiasm for the topic. Network formation.”

... what measures are necessary in order to develop gender smart mobility.

“In my opinion, this includes all the measures that also include sustainable mobility and are necessary for a change in transport: promotion of walking and cycling, ride sharing, car sharing, cargo bikes, sufficient money for the expansion of public transport (supply planning), liveable urban spaces, true costs in traffic.”

... proposals through which the EU policies and business will promote gender-related requirements in entrepreneurship/ activities to develop smart mobility and social and financial equality.

“Further training and education should be provided for the development of gender smart mobility (for young people, but also for people who have been in the job for years). Training and mentoring programs to motivate girls to enter transport professions.”

... how women could get engaged in and contribute to the development of group diversity-driven smart sustainable gender mobility.

“There are a number of possibilities for this. Not only in the professional but also in the political field of activity. What is important is the will to make the environment sustainable and to look for allies for this. It is important to observe and implement the principle of gender mainstreaming as a process-oriented strategy. This means taking a gender-differentiated view in all projects, analyses and decisions.”

... qualities that enable women to perform at high standards in a profession.

“Communication skills. Good expertise. Strategic and conceptual thinking and acting. Open-minded towards new developments. Fearless and convinced of their own skills.”

... motivational advice she would like to give those women willing to be successful in the field of transports and smart mobility.

“Networking. If women act equally and competently, then women are more likely to be perceived as such. Don’t be afraid of tasks and challenges.”

Company “plan & rat”

Plan & rat has been working in the field of municipal transport planning and as experts in research and development projects. An integrative, social and environmentally friendly traffic planning is the main focus of the office for municipal planning and consulting. The activities focus on basic research on mobility and cycling, studies on road safety and the requirements of non-motorised road users. The team has specific experience with qualitative survey procedures, concepts for public participation, the moderation of participation processes (traffic forums, round tables, workshops) and practice-oriented

documentation of scientific facts (guidelines).

Self-perception of the company:

Changed and extended action goals such as social and environmental compatibility, resource efficiency and sustainability of transport means changed requirements for methods, instruments and process organization in transport planning.	Overall strategies and focal points in measures for the urban compatibility of traffic as well as bicycle- and pedestrian-friendly redesign are our priority.
Planning is especially good if it is understood as an interactive process of all participants. This has consequences for the procedure and the process organization in urban and traffic planning. Consensus building, consultation and communication of the current state of knowledge to all participants are of decisive importance.	Greater attention to female mobility and women's specific concerns is a contribution to the revival and reappropriation of public spaces, combined with short, safe distances. This ultimately benefits all population groups and a social city.

The main areas of work are:

- **Cycling:** The aim of supply-oriented cycle traffic planning and the promotion of cycle traffic is to offer cyclists safe, attractive and, as far as possible, detour-free routes for all journeys in everyday and leisure traffic.
- **Research and model projects:** Regional and global networking, sustainability and securing mobility - the demands on transport planning are becoming increasingly diverse.
- **Pedestrian traffic:** Pedestrian traffic plays a major role in urban passenger transport. Walking is the most environmentally friendly form of mobility and the most humane form of transport. Every journey, whether by bicycle, car or public transport, begins and ends with a footpath. Therefore, the conditions for walking affect all sections of the population. But especially those who have a smaller radius of movement in their everyday lives and cover a large part of their distances on foot, such as the elderly and children.
- **Gender & Mobility:** The major part of our lives is only possible through mobility. We need secure mobility so that people can fulfil their needs: shopping, working, taking advantage of leisure activities, meeting friends, taking part in cultural life. Forms of mobility that give everyone equal access to mobility, regardless of income, gender or social status, are walking, cycling and public transport. The successful implementation of gender mainstreaming in the transport sector is a quality feature of planning and policy, especially in a time when household structures and lifestyles are becoming increasingly differentiated.
- **Cooperative participation processes/moderation:** The basic precondition for the integrated approach within the planning process is the consideration of the concerns of those affected today and potentially in the future as well as the entire public ("citizens"). Interdisciplinary research results show that procedures adapted to the situation or to the actors have a positive influence on the planning process. They are target-oriented for political acceptance and results.



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