

Floridea Di Ciommo, Italy

Something has been done...but there is a lot still to do!

**Co-Director of cambiaMO**

Floridea Di Ciommo is the Co-Director of cambiaMO, a cooperative research institute based in Madrid. She mainly works on mobility needs, transport poverty and the inclusion of digital mobility services: all her research work has a gender-based focus. Her extensive expertise in the field has led her to highlight that the major hurdle ahead is to make people aware that a change is needed and that more than empowering women to explain their needs, we should work towards having men move aside to leave their place to women. She was hoping that the pandemic would help policymakers and experts realize that women are still underrepresented in the debate and in

transport jobs at all levels, but she thinks that there is still a lot of work to be done. At EU Commission level, she believes that it is more crucial than ever to have tools and teams that embrace diversity. However, to achieve this, a method whose infrastructure champions this is needed.

Profile

Floridea Di Ciommo has a PhD in Transport and Urban Planning from ParisTech, and a MSc. in Economics from Bocconi University in Milan. She is currently the Co-Director of the cooperative research centre cambiaMO | changing MObility. She has extensive academic experience on travel behaviour modelling and transport assessment in various academic institutions and with different government authorities.

She is currently working on several national and European research programmes such as Inclusive Digital Mobility Solutions (INDIMO), a United Nations Development programme on Transport Equity Analysis (TEA, TU 1209) centring on transport assessment, and the EU Wise-Act Cost Action on Autonomous and Connected Transport initiative. Thanks to her research expertise on equity, travel demand modelling and gender approaches, she has been chosen to participate in two Transportation Research Board (TRB) standing committees on Traveller Behaviour and Values, and Women and Gender in Transportation, and she is the Chair of the subcommittee on Behavioural Processes: Qualitative and Quantitative Methods.

She used to work in academia at the ENPC-ParisTech, the French Institute of Urbanism, the UPM-Technical University of Madrid where she developed her research work on social capital and travel habits, UPC-BarcelonaTech and at the OECD on accessibility and needs in transport. Her special research focus is understanding the nexus between travel behaviour and equity issues. Now she mainly works in the area of mobility needs (a key issue in times of pandemic), transport poverty and the inclusion of digital mobility services. All her research work has a gender-based focus. She is currently working on defining a new method for mainstreaming gender data through a Diversity Equity Inclusive tool, with her US colleague Sheila Mitra.



What road maps need to be set out to increase gender and diversity in mobility at national and EU level?

It is more crucial than ever to have EU Commission tools and for teams to embrace diversity and for that to happen, we need a method whose infrastructure champions this.

Could you provide examples of transport measures that you think would suit gender and diverse mobility planning?

There are so many: from the way streets are organised to public transport frequencies at off-peak times, from the assessments and reviews of current policies in transport with a diversity, equity and inclusive perspective to accountability with DEI goals in all the activities undertaken by policymakers and experts at all levels.

In your experience, to what extent do you think issues of gender and diversity are considered in the development of SUMPS or master plans, or the implementation of sustainable transport measures?

Very little. In Madrid for example, cambiaMO made the first gender impact assessment on a major road infrastructure such as the M30 urban motorway. It is the only example I have in mind with a clear gender impact assessment of a transport infrastructure that is similar to a Master Plan or SUMP. Nothing else. And things are not getting any better in terms of diversity and inclusion. This is sad to say, but this is the reality of things!

In your area of expertise, what have been the greatest breakthroughs with regard to increasing gender and diversity in mobility?

I am still waiting for these breakthroughs to happen. There is so much work to do. I hoped that the pandemic would open the eyes of policymakers and experts and make them realize that still women are underrepresented in the debate and in transport jobs at all levels. I still receive invitations to talk where I am the only women and often attend events where there are no female speakers at all. It seems that each tragic event makes us more and more invisible, and in transport, where men are the majority, it is so easy to forget about us.

Based on your experience, what are the biggest challenges that need to be addressed with a view to increasing gender and diversity in mobility?

The big challenge is to make people aware that a change is needed and that more than empowering women to explain their needs, we should work on having men move aside and leave their place to women. The place for new masculinities is needed.



This project received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 824349

Disclaimer: This document reflects only the author's view. Responsibility for the information and views expressed therein lies entirely with the authors. The Innovation and Networks Executive Agency (INEA) and the European Commission are not responsible for any use that may be made of the information it contains.