Heidi Krömker, Germany

Travel predictability

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After her degree in Sociology, Professor Dr. Heidi Krömker managed various projects, for instance on "Usability in the software development process", developing "Rules for designing user interfaces" and the "Introduction of the usability concept in the Siemens Group". She was head of the User Interface Design Center of the Corporate Technology division at Siemens from 1995 to 2001. Currently, she holds a professorship in "Media production" at the Technical University of Ilmenau, where she has worked for 20 years. Her research focuses on "the design of new media" and "media production processes".

Could you briefly tell us something about your background, and your area of expertise in the field of transport with gender and diversity? What field are you currently working in?

I am a researcher in the field of Human Computer Interaction in the context of mobility. We have been conducting research projects on intermodality with public transport as the backbone for over 15 years. Our research approach is interdisciplinary with our disciplines ranging from communication science to computer science and engineering.

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

The biggest breakthrough is video surveillance in vehicles and at stations to increase safety, especially for women. But there are a lot of other small steps that have also contributed to improvements. These include low-floor buses, additional information for passengers with special needs, such as facility information, multilingual information, and female staff on trains and in stations.

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 biggest challenge is to make travel more predictable for people with special needs, especially in terms of linking different modes of transport. One example of this is making the travel chain predictable across different modes of transport from bicycles to public transport to car-sharing in terms of child seats, nursing facilities or even where to sit.

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

I see two levels here.

One centres on **equipping** vehicles for people with special needs, such as including space for wheelchairs, prams and pushchairs, and the **conceptual linking** of the various modes of transport, such as bike-sharing and local and long-distance transport.

The other level concerns the **information** that is

available to passengers about the equipment and the interlinking of the transport modes.

Please, develop your ideas and reflections in detail. Since this is conceived as an in-depth interview, we need a text of around 1,000 – 1,200 words, always considering that the key point is the relevance of the content.

I think there is a need for a coordinated framework plan for individual mobility providers with the following content. My considerations are influenced by a very good **master plan that the city of Freiburg** has drafted for the municipal government.

- Goals and guidelines for diversity mainstreaming
- Implementation of tools to operationalize the guidelines for heterogeneous processes at all levels of the organization
- Continuous process monitoring at all levels
- Development of a maturity model

Examples of Goals und Guidelines for Diversity Mainstreaming

- Definition of basic standards, such as special needs situations and specific needs, consideration of cultural identities, acceptance of different ways of life.
- Definition of principles for participation and involvement that promote active and public participation in public life.
- Specifications for the promotion of diversity at work and in jobs by the employer in the area of mobility.
- Support for making work, private and family life compatible
- Binding integration of diversity principles in

training and continuous education

- Crime and violence prevention

Implementation of tools to operationalize the guidelines for heterogeneous processes at all levels of the organization

The abovementioned goals and guidelines must be implemented throughout the organization and become part of quality management. In specific terms, this means:

- Diversity must be a matter for the CEO
- Each unit must implement these goals and guidelines at the action level.
- Each unit has a person responsible for ensuring the implementation of these measures.
- The measures must be documented and continuously monitored.

Continuous process monitoring at all levels

All processes must be examined regularly to see to what extent the goals and guidelines have been achieved and further developed. Examples of this are:

- Good-Practice Yearbooks
- Information days
- Exchange with other modes of transport

Develop a maturity model that shows organizational units where they stand.

Each department must be able to determine where it stands with the implementation of diversity measures. The Maturity Model shows the current status and the options for further development with regard to diversity.