

LESSONS LEARNT

How was the gender perspective mainstreamed in the Sustainable Urban Cycling Cluster in Colombia?

... in COVID-19 times

February 2020

Gaps baseline

The need was identified to strengthen gender and transport capacities within the local technical teams that will accompany the process of structuring the Public Bikeshare Systems. For them, a capacity development plan was designed that includes a strong gender and Leave No One Behind (LNOB) component.

SUSTAINABLE URBAN CYCLING CLUSTER

Monteria · Bucaramanga · Cali · Bogotá

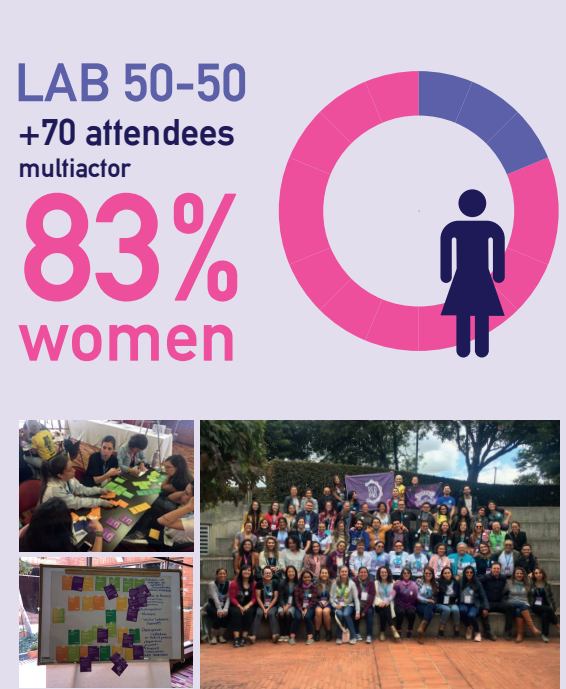


September 2019

50-50 CONGRESS

more women on bikes!

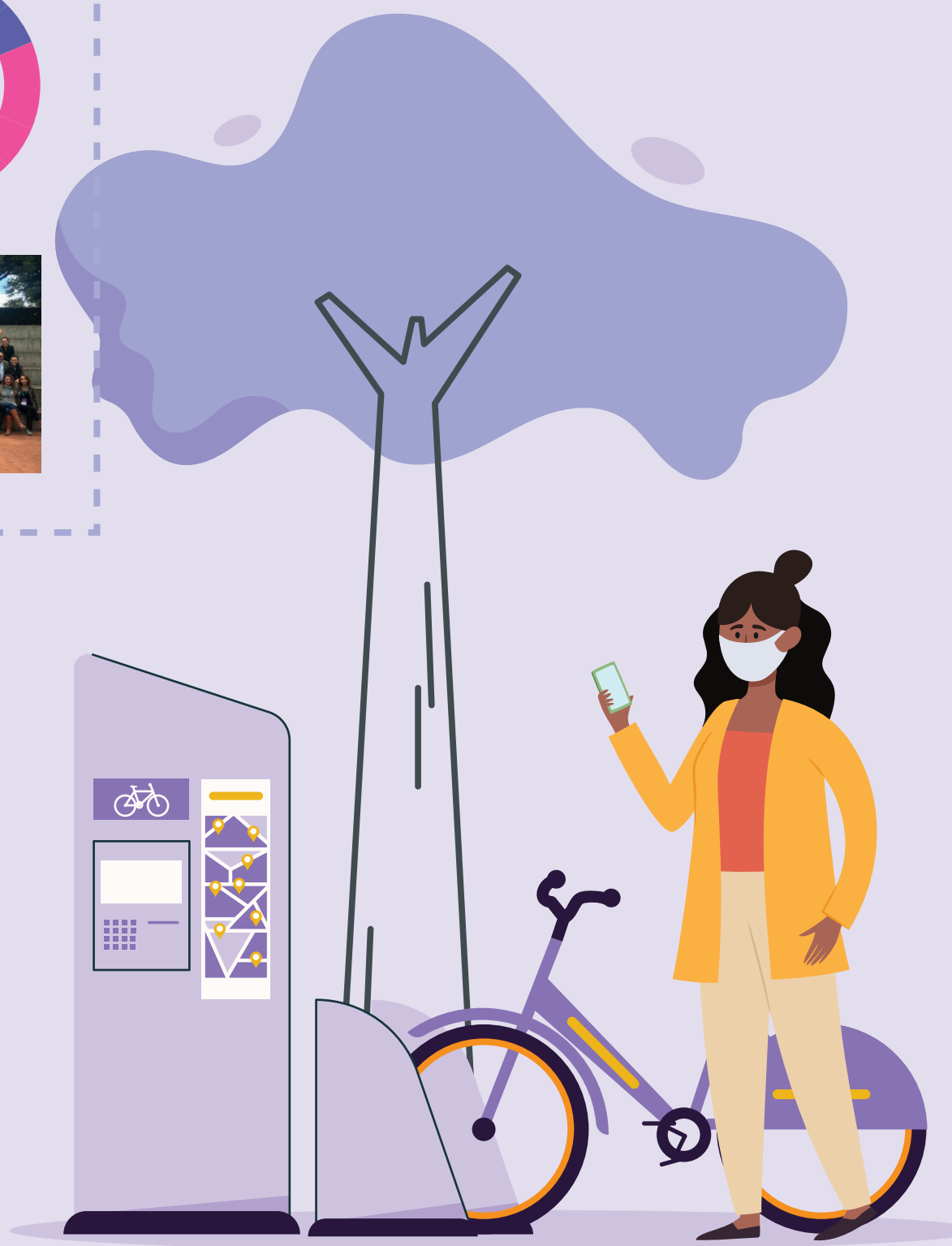
CFF supported the city of Bogotá in the organisation of the event, with the deployment of billboards in the city and a KNOWLEDGE MANAGEMENT activity: LAB 50-50, with women from the cluster cities.



February 2020

KICK-OFF

Technical assistance consultancies



March 2020

ONLINE SURVEY

Due to the contingency caused by COVID-19, the work is adapted to virtuality. The first milestone of this new reality is the survey conducted in the cluster cities to identify the barriers that prevent women from using bicycles as a means of transport.



March 2020

VIRTUAL FORUM

The bicycle in COVID-19 times

The programme included a gender session, where several panelists discussed the impact of COVID-19 on women's mobility.

+800 attendees from 24 countries worldwide

310 government officials of which 292 are at the municipal level in 42 different cities



June 2020

COMMUNICATIONS AND MEDIA STRATEGY

Supported by branding and strategic communication studies, cities were recommended to implement guidelines for Public Bikeshare System communications, ensuring comprehensiveness and inclusiveness. For example, all people used in graphic and advertising materials should represent, in a balanced way, the local population, its different genders and ethnicities.

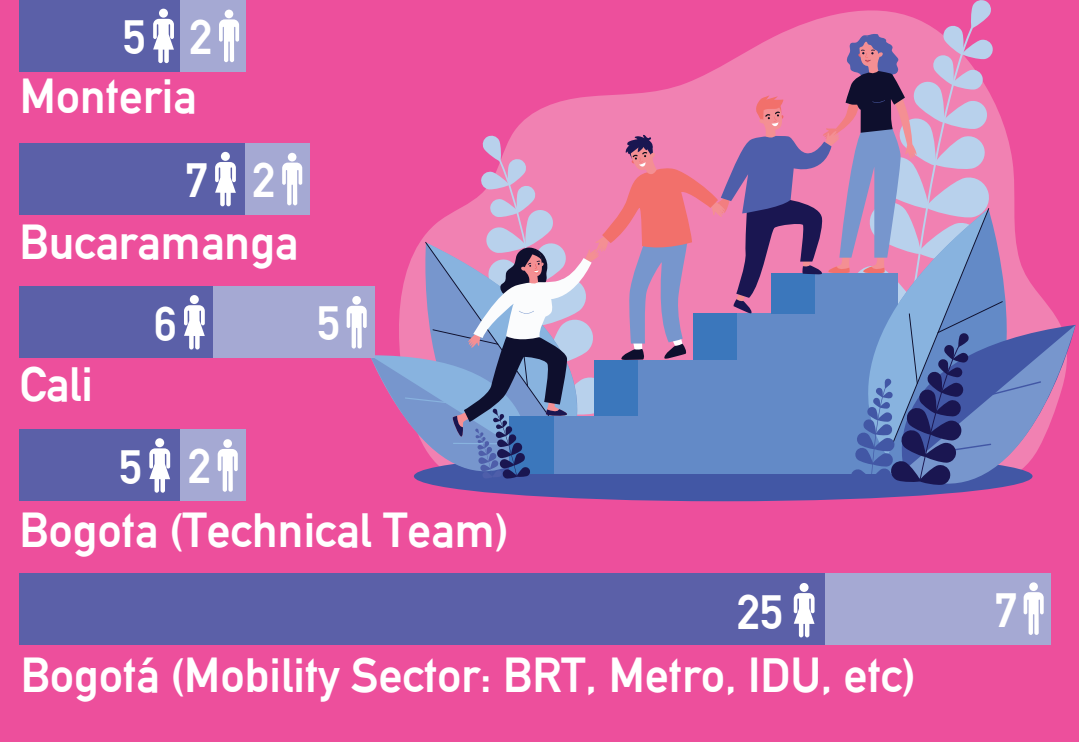
Another important point is the use of simple, common and accessible language so that the messages conveyed can reach different social groups, avoiding the creation of communication barriers.

June 2020

GENDER WORKSHOPS

With the aim of strengthening the capacities of local technical teams on gender, and more specifically on urban cycling, a series of workshops were held with each of the cities in the cluster, tailored to the specific needs of the technical teams that were accompanying the process of structuring Public Bikeshare Systems.

The workshop started with an overview of general concepts, and then went into the specific details of the urban cycling projects.



+100 gender-sensitive measures by city

The technical, legal and financial structuring of the projects incorporated in a cross-cutting manner around 100 different gender-sensitive recommendations and measures, of which +30 are specifically related to public policy issues for the promotion of sustainable urban cycling in the cluster cities with gender perspective.

July 2020

TECHNICAL DEFINITION

Within the technical definitions of the system, recommendations related to the weight, size and design of the bicycles, as well as the inclusion of complementary elements such as baskets and child seats, were included to facilitate women's care-related journeys.

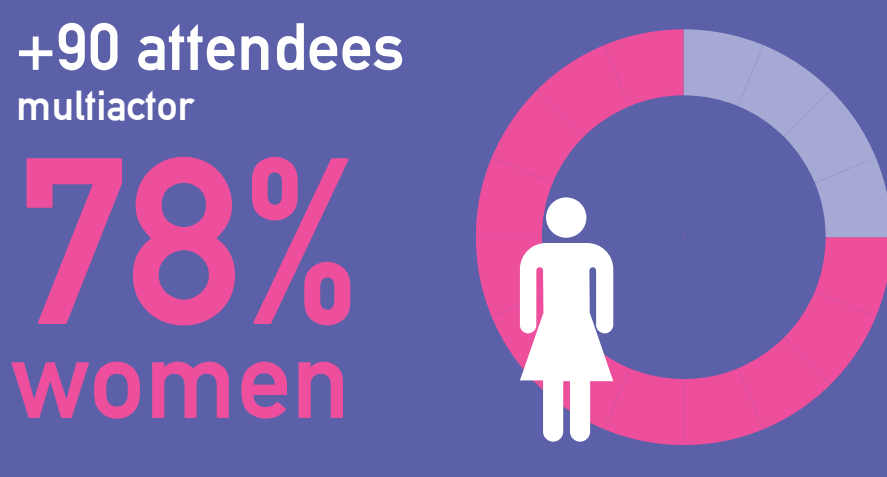


September 2020

NATIONAL WEEK FOR MOBILITY

Mobility for life

The 2020 Colombia's National Sustainable Mobility Week, entitled "Mobility for Life", revolved around mobility and gender. For this purpose and in collaboration with the Ministry of Transport and Women in Motion, CFF structured a dynamic and participatory workshop with the participation of various stakeholders (decision-makers, academia, citizens, private sector) to identify the needs for a gender approach in the construction of the National Strategy for Active Mobility - ENMA (acronym for its name in Spanish).



September 2020

VIDEO PREMIERE: BICYCLE BRINGS US TOGETHER

Gender chapter

Through the stories of women citizens, the benefits of Public Bikeshare Systems and cycling infrastructure for women's mobility were highlighted.

"For me, the bicycle is (...) a synonym of freedom, autonomy and empowerment".
- Laura Rojas (Director Bicisistema)



November 2020

50-50 CONGRESS

cities for women

In collaboration with the authorities of Jalisco (Mexico), as well as Women in Motion - WIM, CFF adapted the session designed for the 1st congress called LAB 50-50 to virtuality, this time and in tune with the congress' topic, adapting the role-play with study-cases that addressed issues of city and gender beyond mobility including public space, renovation, among others. In the session, different actors from the public sector, private sector, academia and civil society participated to solve the study-cases through the creation of action plans with a gender perspective.



February 2021

CROSS-CUTTING MAINSTREAMING MATRIX

Although gender was addressed transversally throughout the process of structuring the Public Bikeshare Systems in the cluster cities, a matrix containing each of the measures in the documents was devised as a mechanism to easily identify the measures included, with a short summary, and the indication of their location within the reports, with the aim of facilitating the technical teams to identify, report and follow up on each of the recommendations associated with gender.



COOPERATION CLOSURE STRATEGY

Multi-stakeholder activities to learn about the progress of cooperation and the project implementation roadmap.

MARCH 2021: INTERNATIONAL WOMEN'S DAY

March 2021

MORE WOMEN ON BICYCLES!

El Tiempo newspaper article

Ana Puentes, a journalist from El Tiempo newspaper, who is in charge of Mobility in Bogotá and Regional Integration, and manages the newspaper's Urban World section, reviewed the main elements that Bogotá is considering to achieve gender parity in bicycle use by 2039 in an article she authored.

To explain the challenges that the city is currently facing, the author cites elements of the gender study prepared by CFF for the Bogotá's "Cicloalameda del Medio Milenio" a high capacity cycling infrastructure, which through an exhaustive analysis of mobility in the city, identifies the gaps that prevent women from cycling and recommends some strategies related not only to cycling infrastructure, but also to the implementation of a Public Bikeshare System, urban safety, cycling education programmes, among others gender sensitive measures.



March 2021

CONVERSAPOLIS

Cycling towards an inclusive city for women

"Conversapolis" (a word that derives from combining the words conversation and metropolis) is the C40 Cities Finance Facility's podcast on urban sustainability and climate finance. Conversations between citizens, experts and decision makers about the future of our cities.

In the first episode of the first season, Diana Rodríguez - Secretary of Women of Bogotá, Nicolas Estupiñán - Secretary of Mobility of Bogotá and Ilan Cuperstein - Deputy Regional Director for Latin America of C40 cities, discuss the role of cycling infrastructure in building a more inclusive city for women.



RECOMMENDATIONS AND LESSONS



- Working on gender at all stages of the project allowed not only the mainstreaming of the topic, but also a deep understanding of its importance in the development and implementation of Public Bikeshare Systems. This generated a greater ownership of the topic by the CFF team at all levels, and also by the cities' technical teams.
- City technical teams as well as decision-makers should be actively involved in raising awareness on gender issues in order to work on strategies to close the gaps. It is especially important to involve both women and men.
- The design and implementation of didactic tools applied to the development of projects makes it possible to address the complexities of gender issues in a simple and accessible way to population groups that are not familiar with the topic.
- City planning must break with the tendency to privilege productive structures over social investment, incorporating variables that respond to women's needs. One action that would allow gender-sensitive mobility projects in cities is the recognition in origin-destination surveys of women's travel patterns that correspond to multiple trips of less than 15 minutes (mobility of care).
- The development of an online survey to identify barriers that prevent women from using bicycles as a means of transport in the cluster cities allowed the collection of primary data on gender issues with a representative sample and at very low cost, which resulted in the structuring of gender-sensitive Public Bikeshare Systems in line with women's needs.



"We understood how women move in Monteria and what needs the Public Bikeshare System should meet to facilitate their trips, such as the size of the bike, the basket, or even the baby seat. This has been the first mobility project in which, thanks to CFF, the city has involved the gender perspective".

- Jhon Nel Rodriguez, Monteria's Land Use Planning Coordinator