



Data & Diversity *in mobility 2024*

Study results on the status quo, data gaps & opportunities for action
in 100 mobility companies in the DACH region

Gender Edition

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Impressum

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Abstract

This report "Diversity & Data in Mobility 2024" provides a detailed overview of data & diversity in the mobility sector with a focus on women. A total of 100 companies from the mobility sector in the DACH region (Germany, Austria and Switzerland) took part in the survey on their team composition as well as user statistics, data collection and their analysis.

Summary of the key findings

- The more women on management level in companies, the higher the share of women in the workforce and the more women use the service.
- The more employees a company has, the lower the proportion of women in the team and in the management.
- Companies with a high proportion of women in product development also have a higher share of female users.
- A third of mobility companies do not collect any information on the age, gender or place of residence of their users.
- 17% of the participating companies stated that personal data is examined for behavioural differences between different genders.
- Companies with a higher share of women in management and in teams make more frequent use of the potential of gender-specific data analysis in order to design offers tailored to the target group.

The findings show that gender diversity is not only a social issue, but also has a significant influence on operational decisions and market success in the mobility sector.

**POINT& is the mobility platform,
that moves everybody.**

The mobility platform POINT& supports mobility providers as well as private and public organisations and cities in the development and implementation of inclusive mobility solutions. The aim is to make sustainable mobility accessible to diverse target groups from families to senior citizens and to create added value.

www.pointand.eu



Founded in 2021, the company already operates in over 15 countries on 3 continents. The team's expertise is based on many years of experience in the fields of research, politics, innovation & technology as well as a vibrant global network.

Potential of data & diversity in mobility

Data is an essential part of mobility solutions, the basis for decisions and a driver of future innovations and new business models. However, current mobility services are often based on incomplete information due to limited personal data and existing gaps in the surveys. These gaps not only affect the quality of services, but also stand in the way of the development of inclusive and needs-based mobility, for example for women. It is essential to close these data gaps in order to design more precise, efficient and gender-equitable mobility and by that utilise the full potential for innovation in mobility.

POINT& *Factsheet*

6 Gender Data Gaps
in mobility



What is the gender data gap?

The "gender data gap" refers to the phenomenon that a large proportion of the data collected, generated and used worldwide predominantly considers men to be the norm. The reasons for this range from a lack of knowledge about diverse movement patterns to predominantly homogeneous development and decision-making teams. This leads to a systematic neglect of women's experiences, needs and realities. This lack of data affects many areas, from health, product design, urban planning and artificial intelligence to mobility.

In the past, the movement patterns of women were often not included in market research up to and including infrastructure planning, and even today there is a lack of focus on gender-specific data collection. This leads to a distorted database on which decisions are made, investments are made, modern algorithms are trained and the reality of our lives is shaped.

The visibility of women is often not reflected in the data.

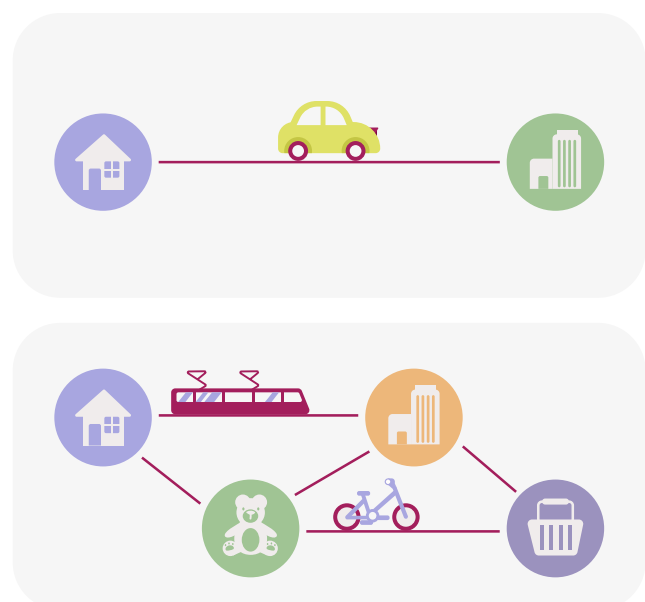
Women are often underrepresented in samples of studies or in crowdsourcing, for example. The resulting data is considered neutral, but in reality often reflects the male perspective.¹ This pattern continues when it comes to technologies, as they draw on existing data. For example, some tools respond less well to high voices, or artificial intelligence (AI) tools respond differently depending on the gender of the user.²

Women represent a great potential as users.

Women are currently significantly underrepresented when it comes to the design and use of new mobility services.³ For example, only around 20% of users of car sharing as a new mobility solution are women.⁴ The exclusive optimisation of services based on existing usage data means that those who do not yet use the service continue to be disadvantaged. It is therefore essential to collect data not only on active users, but also on non-users, in order to design an attractive service for diverse target groups.

What is often not recorded in mobility surveys are complex chains of journeys and accompanying routes.

Women continue to take on the majority of care work. As a result, they generally have shorter, more complex and multimodal travel chains.⁵ This means that they do not only travel from A to B, but also combine journeys from work to the supermarket to kindergarten and home. In addition, women are often not travelling alone, but accompany children or other people in need of care.⁶



Until now, there has been no detailed overview of data & diversity in the mobility sector.

Uncertainties and a lack of understanding of how comprehensive data can be collected and how it can be used for business purposes often make companies reluctant to utilise the full potential of data for their mobility services.

Urgent need to create facts and demonstrate potential.

In view of the identified needs and existing data gaps, the online survey focussing on "Diversity & Data" was conducted as part of a funded project in 2023. Its aim is to understand and show how mobility companies in the DACH region are currently organised in terms of teams and how data is collected and analysed with regard to users.

Furthermore, we plan for what we know.

It is particularly important to create a higher share of women and more diversity in management and teams in order to include different perspectives. It has been shown that mixed teams are more successful than average.⁷ However, the proportion of women in the DACH region is only around 25%. In Europe, the proportion of women in the mobility industry has even fallen and currently stands at 17%.²⁰ There is considerable untapped potential here.

Many thanks to the 100 companies from the mobility sector who contributed their perspectives. This report contains figures and findings from this survey. It also provides background information and recommendations for action so that these can be used directly for the implementation of measures for inclusive mobility in companies.

Overview and methodology

The "Data & Diversity in Mobility – Gender Edition" survey was aimed at all companies from the mobility sector in the DACH region (Germany, Austria and Switzerland). Participating companies included start-ups, small and medium-sized enterprises (SMEs) and large companies. The survey period was two months from mid-October to mid-December 2023.

The participating companies were reached by means of an online survey via various networks. The survey asked for information about the company, the team composition, the users and the associated data collection and processing, covering both quantitative and qualitative aspects. The aim of the survey method was to reach as many companies as possible from different areas of mobility. The responses from 100 companies were recorded in full and could therefore be included in the analysis.

The research work was assisted by a sounding board consisting of three international experts: Isobel Duxfield (POLIS Network), Katja Schechtner (Massachusetts Institute of Technology) and Hugo Furtado (Dreamwaves).

The most important facts in brief:

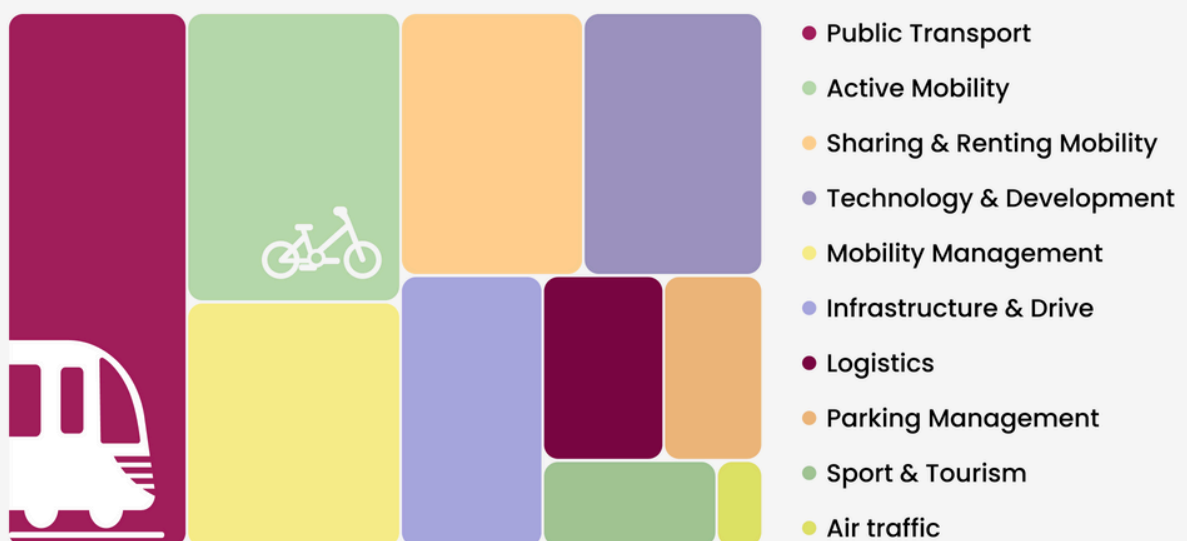
- Setup: Online survey with a two-month duration between mid-October and mid-December 2023
- Participants: 100 mobility companies from the DACH region (Germany, Austria and Switzerland)
- Focus: Questions about team composition in mobility companies and data collection and analysis about the users of their mobility services

Which companies participated?

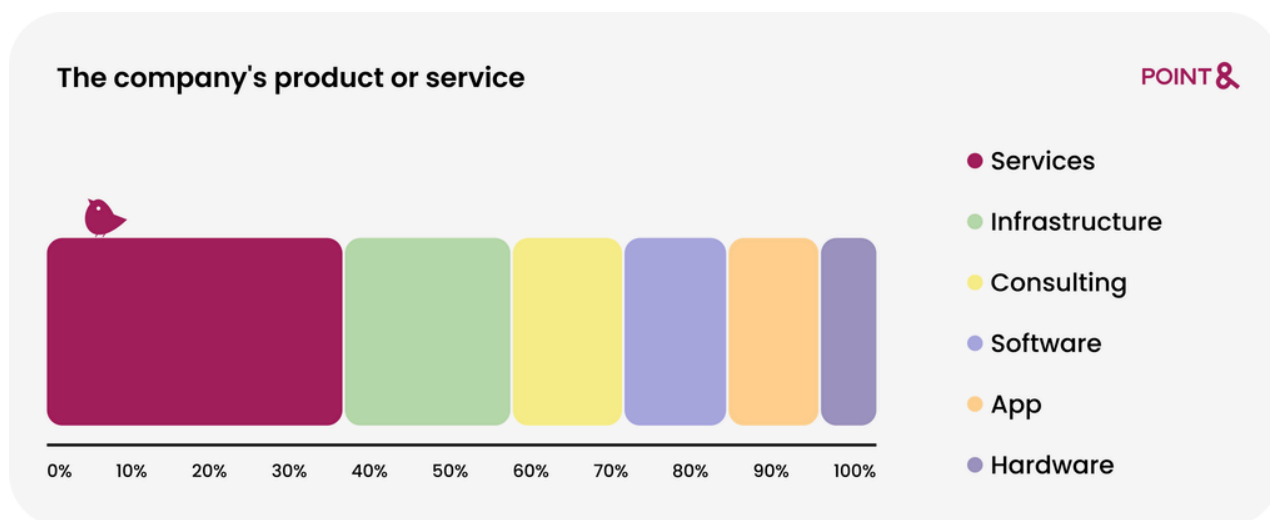
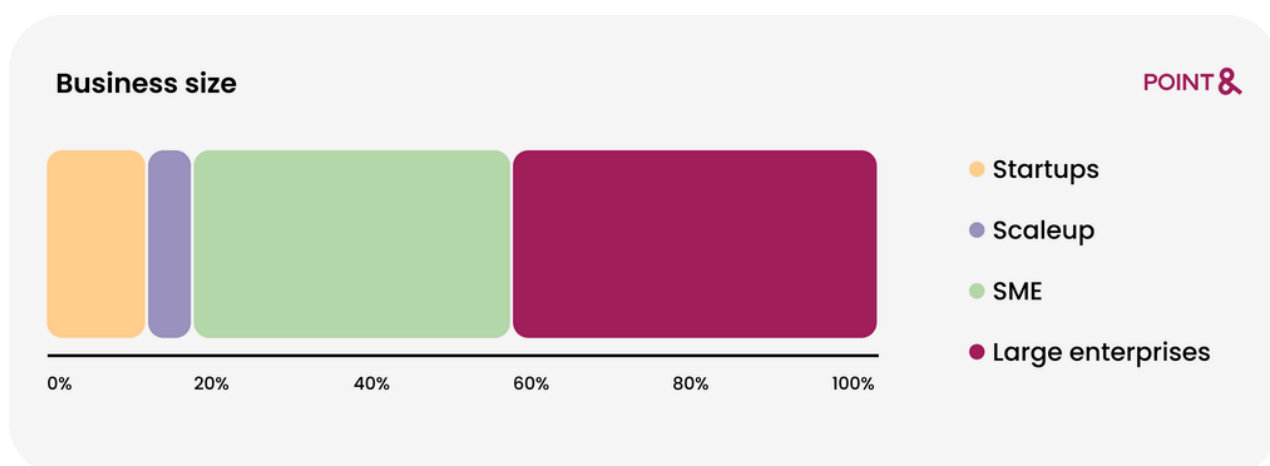
Of the 100 companies participating in the survey, almost two thirds are headquartered in Austria, while the remaining third are based in Germany and Switzerland. Within this sample, around a quarter of the companies are active in the field of public transport, while the rest are active in the areas of active mobility, mobility management, sharing & renting mobility and technology & development.

A quarter of the companies are active in public transport

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In terms of company size, around 45% of the participating companies can be categorised as large companies, nearly 40% as SMEs and around 10% as start-ups. When asked about the company's product or service, around a third stated the service sector and a fifth the infrastructure sector. The remainder were distributed across the areas of consulting, software and apps.



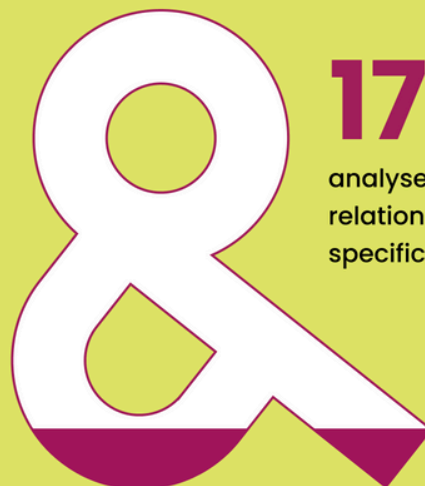
A look at the demographic composition of the survey participants shows that two thirds of them are women. It is therefore advisable to interpret the results in comparison with other literature and similar projects.

How is data collected and analysed?

Data is the basis for planning mobility services. By combining quantitative and qualitative data, mobility services can be designed according to demand. At the same time, there are still many data gaps in both existing and newly collected data sets. This usually leads to blind spots in planning and implementation and, as a result, to mobility services that are not sufficiently accessible and usable for a part of society. Companies thus miss out on the opportunity to reach relevant target groups with their solutions.

Mobility companies have blind spots

Only 17% of all participating companies state that users' personal data is analysed for differences in behaviour between different genders. Over 40% do not analyse this data. A further 40% of the participating companies were unable to provide any information on this.



17%

analyse data in relation to gender-specific differences

Who are the companies that analyse their data for gender-specific differences?

The survey results show that companies that analyse their personal data have on average a quarter more women in their team than companies that do not carry out this analysis. An even greater difference can be seen in the share of women in management and product development: these are 60% higher in management and 50% higher in product development than in the other companies.

The survey results indicate that companies that have a person responsible for diversity affairs or have expertise in this area are more likely to analyse gender-specific data. While around 80% of all companies with diversity expertise have also carried out a gender data analysis, the figure is just under 60% for those without expertise.

The analysis shows that smaller companies with up to 100 employees tend to carry out gender data analyses more frequently than larger companies. The results also show that companies in the public transport or infrastructure & propulsion sectors conduct gender data analyses less frequently than companies in other sectors.

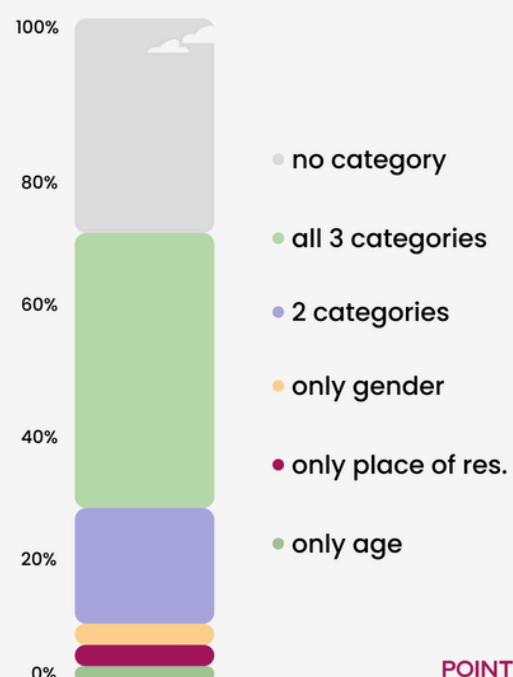
<< Companies with less than 100 employees and a higher share of women in management and teams are more likely to utilise the potential of gender-specific data analysis to design target group-orientated services. >>

Over 40% of the participating companies state that they record the attributes age, gender and place of residence of users. Around 15% record these to some extent, while a third do not record any of these categories. Other data collected by mobility companies mainly concerns mobility behaviour, as well as citizenship, place of work and household size.

According to the survey, the companies that collect user data are increasingly active in the areas of Active Mobility and Sharing & Renting Mobility. Less frequently represented are companies that are active in the areas of infrastructure & propulsion and technology & development.

<< One third of companies do not collect the age, gender or place of residence of users. >>

40% of mobility companies collect comprehensive user data – one third none at all



Voices from the survey

"Mobility behaviour sometimes differs significantly between different user groups, especially according to "social gender" (social role) or the "life phase/life situation" of the people surveyed. For example, the differentiation of groups according to the combination (intersection) of the characteristics household type, gender and spatial location provides good indications."

"Mobility behaviour differs according to age group. Young people are more active travellers than older people and travel more by public transport. Women are also more actively mobile and have longer journey chains than men."

"Enquiries and concerns about cycling mostly come from men. Enquiries and concerns about walking and education come from women."

"Women have a different need for safety & security and they organise mobility on a smaller scale."

"The need for safety increases due to children."

Data is collected from companies in a variety of ways.

This includes information provided when registering for the mobility service and subscribing to the newsletter, for example. In particular due to the GDPR data protection requirements, personal data must either be anonymised or consent to data processing must be explicitly obtained. In this regard, the companies use methods such as telephone, personal or online interviews or surveys and web applications to collect data on users. In addition, available data from household surveys, for example from Statistics Austria, is used.

Infobox

Paper by
Dr.-Eng. Ines Kawgan-Kagan



How can data gaps in mobility be avoided?

The mobility and gender expert Dr-Eng. Ines Kawgan-Kagan offers in her paper "The Gender Data Gap in Mobility - A systematic guide to gender-sensitive data in mobility research", a guide to gender-sensitive data collection in mobility. In order to obtain mobility data that is as close to reality as possible, questions must be asked that reflect relevant aspects of women's mobility.

These include, for example:

- the option of specifying several route purposes for one journey
- the collection of individual availability of resources such as capital assets or means of transport
- or the enquiry not only of the employment status but also of unpaid work.

This can prevent that inadequate or distorted representations of women's mobility are included in mobility datasets and thus needs cannot be met. This lack of quality otherwise leads to incorrect assumptions and recommendations for future mobility services.

Good Practice

To the Mobyome website
www.mobyome.at



Mobyome KG

Interview with Christoph Kirchberger

Mobyome is an impact-oriented company based in Vienna and Linz that specialises in on-demand transport in denser rural areas. Their strategy is based on where they can achieve the greatest impact with their expertise for a sustainable mobility transition. Among other things, they support tendering procedures and carry out user surveys and evaluations.

How and where do you work with data at mobyome?

On the one hand, we are working on a structured and transparent collection of data on services. On the websites bedarfsverkehr.at and mobil-am-land.at, we offer an overview and key figures on mobility in rural areas, from car sharing to on-demand transport. The content is enriched by annual surveys, which have also recently been expanded to include questions on accessibility. The information from our platform is also increasingly being used by end users. We are also working with new survey tools such as the mobyome web app to determine current mobility behaviour and the potential for change.

Which data do you collect?

We conduct surveys of users and non-users to evaluate on-demand transport services.

We also collect demographic data such as age and gender. With the web app, we have a tool with which we can ask specific questions about services and obstacles along the way. It also enables qualitative entries and comments. When it comes to care work, it is also interesting to see what potential a reduction and shortening of journeys has and how this is perceived.

What added value does the differentiated analysis of data bring you?

We often talk generically about hurdles and challenges faced by users. However, the reasons why a service is not used are often personal. This requires a detailed look in order to create a clear picture. In addition to diversity and gender, values and life goals are also important perspectives.

Who are the users of mobility services?

Women's mobility differs due to physical factors such as body height or build. However, caring for children or the elderly also plays a very important role, and this is still largely done by women. In Austria, for example, more than half of women's total working time is unpaid care or voluntary work; for men it is a third.⁹ Half of all women work part-time (compared to around 10% of men), the main reason being caring responsibilities.¹⁰ Women are affected by poverty to a greater extent, and this situation is exacerbated with increasing age. One in five female pensioners in Germany, for example, is affected by poverty. Among male pensioners, the figure is only one in seven.¹¹ All of these factors are reflected in the mobility behaviour of the respective individuals.

Infobox

Female Mobility

Women's mobility is characterised by the following features:

- Complex trip chaining: Women generally have shorter and more complex trip chaining.¹
- More public transport, less car & more multimodal: women use public transport more often, walk a lot and use the car less often.¹²
- Many accompanying routes & travelling under time pressure: women are often not travelling alone, but accompany children or other people in need of care.²
- Strong need for safety: People have different levels of need for safety. Many women, for example, feel unsafe when travelling alone at night.¹³
- Higher risk of injury: The risk of dying in a car accident is 17% higher for women and the risk of being seriously injured is 73% higher.¹⁴
- Fewer new mobility services: Women are clearly in the minority when it comes to using new mobility services such as car sharing.³

10 facts about female mobility
from Women in Mobility



Share of women among users often not known.

For companies that know how many women use their services, the average share of female users is 45%. Among all companies that stated in the survey that they are active in the field of Sharing & Renting Mobility, the average share of female users is just over 40%. In comparison, the scientific literature on sharing services shows a share of women of around 20%. 15

<< Companies that know their users have an average share of women among users of 45%. >>

In over 60% of all companies that can provide information on the share of women among their users, the share of women is at least 50%. In just under a quarter of these companies, the share of women is more than 50%, meaning that women account for the majority of users.

As already mentioned, not all companies have gender-specific data about their users. Only around 60% of the participating companies were able to provide this information. There are many reasons why this data is not known. Often no data is collected or the allocation to a gender is not collected. Data protection regulations were also cited as an obstacle. In one case, the data is not analysed.

<< Only around 60% of companies know the gender of their users. >>

The detailed analysis of the survey results shows that companies with at least 50% female users have a 16% higher proportion of women in product development compared to companies with a lower proportion of female users.

As far as the share of women in management and in the team is concerned, there was no difference between the companies with a high share of female users and those with a low share.

<< Companies with a high share of women in product development also have a higher share of female users.>>

The analysis of the results shows that companies which have a share of at least 50% women among their users are more strongly represented in the area of public transport and less strongly in the areas of technology & development and sharing & renting mobility. The software sector, however, is less strongly represented.

POINT& *Factsheet*

10 steps for more
accessibility



10 steps for better accessibility of mobility services

Mobility services often neglect the needs of many people, such as children, families, women, people with disabilities and the elderly. In order to utilise the full potential of mobility solutions and reach additional target groups, mobility solutions must work and be accessible for diverse realities of life and people. For example, the choice of location for a mobility service or the low-threshold nature of the service through simple booking has an impact on usage.

Good Practice

To the VOI website
www.voi.com



Voi Technology Germany GmbH

Interview with Katharina Schlittler

Voi was founded in Sweden in 2018 and is the first European rental provider for e-scooters. The company now offers sharing vehicles in 12 countries and over 100 cities. Its aim is to promote mobility alternatives, reduce car traffic and contribute to liveable cities. In addition to e-scooters, the micromobility services include meanwhile also cargo bikes and e-bikes.

How and where do you work with data?

At its core, Voi is a technology company. Our work mainly focuses on data – it is at the heart of our business. We use it to work efficiently and in an environmentally friendly way. For example, statistics on peak times and local geodata help us to find the best locations for our park stations and drop zones and ensure that our vehicles are parked where they are needed.

Which data do you collect?

For example, we collect information about where the scooters are located and how full their battery is in order to optimise our service. We also collect personal data, for example in our annual user survey. From this data, we now know that around a third of our users are female, 70% of journeys take place during regular working hours and most journeys are combined with public transport.

What added value does the differentiated analysis of data bring you?

It is often said that "diversity has to be created", but it is actually a great economic advantage. Thanks to our surveys, we now have a clear idea of who uses our services for which routes. For example, we know that women often have different safety needs than men. That's why we offer special driver training courses for women and make sure that our vehicles are easily accessible and visibly positioned. We have also made adjustments to the design of our scooters, as they were initially difficult to use for people with small hands. Mobility should be non-discriminatory. We want to contribute to this with our e-scooters.

Why is the team the key to success?

Diversity in the team creates added value. Taking diversity into account in the workplace is not only important for employees, but also creates added value for the entire company. For example, female and mixed start-up teams are more profitable than average.¹⁶ Companies with a high level of diversity in terms of gender and origin are also significantly more likely to achieve above-average entrepreneurial success.¹⁷ In addition, a study has shown that the quality of decisions on management and supervisory boards improves when women are part of them.¹⁸ Diversity also plays a major role in the search for new, qualified specialists: over 80% of graduates consider it important that equality is emphasised in their future workplace.¹⁹

There is still room for improvement in the share of women in the mobility sector.

On average, the participating companies have around 5,000 employees, ranging from 1 person to 45,000. The average share of women is one third. In comparison, the average share of women in the mobility sector is 23% in Austria and 28% in Germany. A slightly different picture emerges when looking at the EU as a whole: here it is only 17%.²⁰

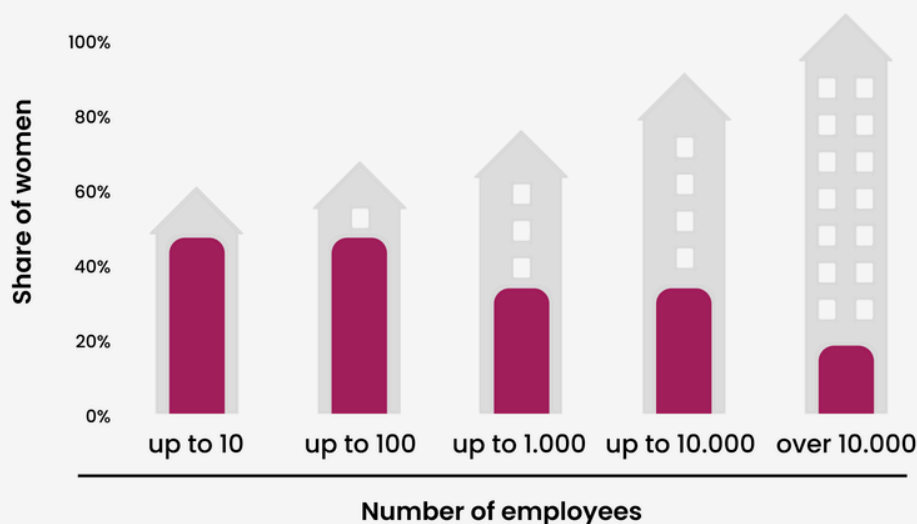
<< On average, one third of the companies' employees are women; the European average is 17%. >>

What the survey results show:

The more employees the company has, the lower the share of female employees. For example, in companies with up to 10 employees, the share of women is 40%, but in companies with more than 10,000 employees, the share of women is less than 20%. It should be noted that the majority of all companies surveyed with more than 10,000 employees operate in the public transport sector. The infrastructure & propulsion sector was also mentioned several times.

<< The larger the company, the fewer women in the team. >>

The larger the company, the fewer women in the team



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Diversity representatives create added value.

Another finding from the data analysis relates to expertise on the topic of diversity in companies. The more employees a company has, the more likely it is to have a person responsible for diversity issues or a person with expertise in this area. According to our survey, the same also applies to companies with a balanced gender ratio among their employees. Among all participating companies, almost two thirds have a person responsible for diversity issues or a person with expertise in this area.

<< In one fifth of all companies, at least half of all employees are women. >>

Around a fifth of all participating companies have at least 50% women in their team.

A look at the users of these companies shows that they have an 8% higher share of women among their users than companies with a lower share of women in the team.

<< Companies with at least 50% women in the team also have a slightly higher share of women among users. >>

According to the survey data, companies with at least 50% female employees are more likely to have products and services in the consulting sector and slightly less likely to have products and services in the infrastructure sector. Mobility management, sport & tourism and active mobility were found to be mobility areas with a high share of female employees. There is a slightly lower share of women in the area of public transport.

Diversity representatives create added value.

In addition to analysing the share of women among employees, it is also important to take a closer look at the various areas within the company. In the participating companies, the share of women in management is only 30% on average and 35% in product development. This contrasts with a 60% share of women in marketing, communication and PR and 70% in HR.

<< 30–35% share of women at management level & product development vs. 60–70% share of women in communication & HR >>

There is a clear trend in the share of women in management and product development: the larger the company, the lower the share of women in these areas. As far as the share of women in the areas of marketing, communication and PR as well as HR is concerned, the same trend can be seen, albeit not quite as clearly and at a higher level. However, these trends must be viewed against the background of an overall lower share of women in larger companies.

<< Companies with 10,000 employees or more have the lowest share of women in all company divisions surveyed. >>

Voices from the survey

"We are already very diverse with 25 nationalities, ages from 19 to 68 (very well distributed) and no acceptance problem with LGBTQI+. But we are not managing to increase the number of women."

"Being diverse is our corporate philosophy."

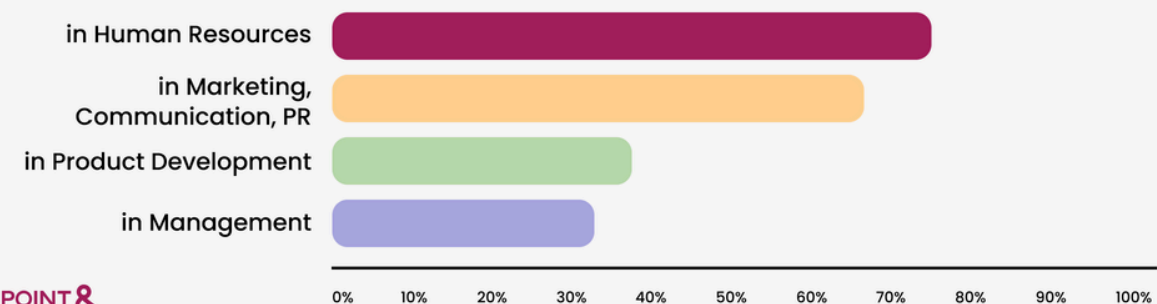
"There is a working group, but no serious discussion of the topic."

"There is a Diversity & Inclusion Board and (fortunately) it's not just about gender issues, but about diversity in a holistic sense. So basically praiseworthy, even if the initiative(s) still have to bear fruit."

"The company is in a male-dominated sector. There is active management to increase the proportion of women, including equalit.A certification."

Twice as many women in HR & Communication than in Management & Product Development

Proportion of women in various departments of the company



High potential in companies with a high share of women in management and product development.

Of the 100 participating companies, six have at least 60% women in management and eight in product development. Three companies have 60% or more women in both management and product development. A detailed analysis of these companies provides exciting insights.

Companies that have at least 60% women in management and/or product development have an 80% higher share of women among all employees compared to companies with a lower share of women at management level.

<< Companies with a high proportion of women in management and/or product development have a higher proportion of women among their employees >>

According to the analysis of the survey data, a high share of women at management level is also linked to gender-specific data analyses. A high share of women in management and/or product development is primarily found in SMEs. This is also reflected in the analysis by number of employees: in the category with over 10,000 employees, there is not a single one of the participating companies with a proportion of women in management and/or product development of at least 60%. As far as the mobility areas are concerned, companies with a high share of women in management and/or product development are more frequently represented in the areas of active mobility and mobility management.

<< Companies with a high share of women in management and/or product development carry out gender-specific data analyses more frequently >>

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www.polisnetwork.eu



Bring more diversity into your own team.

The pan-European city network POLIS has analysed the mobility sector across Europe and developed measures to attract more people to careers in the mobility sector and increase the comparatively low proportion of women.

Key aspects include the elimination of gender stereotypes in technical professions and the creation of a non-discriminatory working environment. Flexible working models and childcare facilities are also important. Equal career opportunities and the promotion of diversity at all levels of the organisation should not be the exception, but the rule.

Good Practice

To the Match Ride website
www.matchrider.de



Match Rider

Interview with Dr. Benedikt Krams

The core business of Match Rider is a carpooling app for commuters travelling short and medium distances. Journeys are arranged at flexible times on fixed routes with stops. The company also offers expertise in setting up citizen buses. Their motto: We want to transform the way people experience mobility, while having a positive impact on services of general interest and strengthening mobility as a source of social cohesion.

How are you organised as a team?

Match Rider was founded by one woman and two men and the current team is split 50:50. The positions are currently filled in a rather classic way: Marketing is female and programming is male. We are also very international, from America and India to Europe. Many mini-jobbers (flexi jobs) bring even more diversity. Thanks to our dialogue with universities, we always receive good applications.

How and where do you work with data? Which data do you collect?

We know via live tracking when and where someone drives. However, we are not yet analysing this data. We have regular telephone conversations with the people who offer journeys. It's time-consuming, but it pays off. Overall, more than half of the drivers are female and most of them are over 35 years old. A motivating factor is that women often want to do something good and thus make a contribution to society. We also organise community talks to get into conversation with interested parties. At the end of the day, we receive constant feedback on the product. This also allows us to adapt our customer approach in order to reach the target groups in a differentiated way – because they have very different needs.

Next steps towards inclusive mobility

Mobility needs diversity, both in the teams of mobility companies and in data collection and analysis. Diversity in the team helps to take different perspectives into account. This in turn helps to develop effective and user-centred solutions. In terms of data collection and analysis, diversity also brings a differentiated perspective. Comprehensive and multi-layered data collection makes it possible to consider precise insights into the needs and behaviours of different groups of people.

The results of the survey show that mobility companies still have room for improvement at all levels, from management and teams to users. The share of women in management and teams is still low, especially in larger companies. In addition, the analysis of the participating companies showed that more women in management and teams also leads to better consideration of user needs and more comprehensive data analysis. Only 17% of companies state that they analyse user data in detail by gender.

6 fields of action for fairer mobility



Corporate culture

Creating awareness in the company about different movement patterns and needs



Data analysis

Targeted analysis of data according to diversity aspects such as gender



Management und team

Consideration of diversity in management and team, including product development



Target groups

Building up knowledge about different target groups such as women and their movement patterns, but also about non-users



Data collection

Expansion of data collection methods, and specifically addressing underrepresented target groups



Monitoring

Ongoing evaluation and review of diversity aspects in the company and its services

The results of the study provide an initial insight into the topic of diversity and data with a particular focus on women. For a deeper insight into the topic and the further development of mobility, both a follow-up survey and a survey on other aspects of diversity would be useful.

Finally, we would like to thank the 100 participating companies and the representatives of the good practices who willingly made themselves available for interviews. A sincere thank you also to our experts who accompanied us as a sounding board: Isobel Duxfield (POLIS Network), Katja Schechtner (Senior Urban Scientist - MIT) and Hugo Furtado (CEO Dreamwaves). Their valuable insights contributed significantly to the success of this study.

This report can (and should) be used for further use in the design of framework conditions, development and decision-making teams. Redistribution and use is possible under the Creative Commons licence CC BY-ND.

Utilising the full potential together. The POINT& team is looking forward to future collaborations in order to realise the full potential of mobility for a wide range of target groups as well as in terms of data quality. We are always available for dialogue and cooperation.

To the Point& website for
more insights
www.pointand.eu/insights



Unlock the full potential of mobility solutions by attracting diverse target groups.

The POINT& Academy offers pioneering learning formats and training programmes for companies and cities. The aim is to use application-oriented bootcamps, masterclasses and interactive games to generate an in-depth understanding of various movement patterns and to understand, recognise and use the challenges of all target groups. It also strengthens the future skills of employees and the implementation of innovative methods and technologies.

Bootcamp "Spot the Potential" (currently only in German)

The "Spot the Potential" bootcamp is a hands-on training programme for teams in the planning, implementation and optimisation of inclusive mobility solutions. It supports organisations in taking a close look at specific solutions and offers & using the full potential for a variety of target groups.

With the bootcamp to a concrete roadmap & measures

- Innovation workshops for teams of 5 or more
- Content-related deep dives use innovative methods & international best-practice examples to raise awareness of the various needs of target groups
- Practice-oriented experience journeys increase the attractiveness of existing and new mobility solutions & infrastructure for target groups
- Recognising opportunities for action through the perspectives of diverse target groups & using diversity as a competitive advantage

Online-Masterclass

The "Spot the Potential" masterclass is an online course that supports organisations in taking a closer look at their mobility solutions, experiencing mobility realities in a playful way and exploiting the full potential for a variety of target groups. The course started in June 2024 – registration goes via the Point& website.

Interactive games

Experience the realities of mobility and the needs of different target groups in a playful way using interactive methods and specifically developed "serious games" and use them for team training and events.

Contact us via: hello@pointand.eu

To the POINT& website
www.pointand.eu/academy



Make an appointment via this
QR code



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