



INFORMATION PACK



Introduction

Welcome to WEMOBILE!

'WEMOBILE' was funded by the Arts and Humanities Research Council (UK) under the Research Networking Highlighting for International Development programme in 2017. It was an 18-month collaboration between Coventry University (UK), Universiti of Malaya (Malaysia) and DesignPak (Pakistan) between 2018 and 2019.

Specific aims:

To act as a catalyst for research on barriers to women's mobility.

Network activities are designed to provide opportunities for;

1. Increasing awareness of the effects of barriers to women's mobility in LMICs
2. Applying design research methods to increase engagement of women in mobility planning and as service users
3. Co-designing culturally sensitive and context specific solutions to perceived barriers to mobility with women and other stakeholders
4. Development of information packs for local, national and international audiences
5. Knowledge sharing and collaborative working



Overall objectives of the project were:

1. To raise awareness of barriers to women's mobility and the effects of this e.g. in terms of access to employment and other opportunities and in relation to quality of life
2. To foster research co-operation between Malaysia, Pakistan and UK in addressing issues relating to barriers to women's mobility in order to provide a foundation for future
3. To share and exchange knowledge. Specifically
 - 3.1 To assess the applicability of empathic and co-design methods as a means of raising awareness, problem identification and solutions with respect to women's mobility
 - 3.2. To assess the extent to which the user engagement stages and philosophy of sustainable urban mobility planning might be used to address barriers to women's mobility
4. To act as a catalyst for integrating national work in each country, thereby adding value and weight to the voices of local, national and international organisations
5. To support early career researchers

Relationship to Global Grand challenges

The project aimed to specifically address challenges in Low to Middle to Middle Income countries relating to

- GCRF challenge areas of sustainable health and well-being and sustainable cities and communities;
- UN Global Goals for Sustainable Development:
 - Goal 11 (make cities inclusive, safe, resilient and sustainable)
 - Goal 5 (achieve gender equality and empower all women and girls), and the AHRC cross cutting issues relating to urbanization, wellbeing, equality and capacity building.



The objectives have been achieved through

1. Targeted knowledge transfer workshops in Lahore (Pakistan), Kuala Lumpur (Malaysia) and Coventry University (UK).
2. Small scale empathic and co-design activities with female transport users in each country providing culturally specific, authentic experiences of mobility problems faced by women.
3. Development of information packs to extend the empathic horizons of transport planners, policy makers and service providers in each country and to provide a clearer basis for international and cultural understanding around mobility
4. Web site and social media as a repository of information for transport stakeholders, researchers and education providers



Information Pack

- The information pack, web site and social media form part of the outputs of the project
- The pack contains
 - information related to the project,
 - project results from Pakistan and Malaysia
 - an introduction to empathic design
 - information for policy makers
 - Pop-Up Organisers kit to run local events to raise



Conclusions

The project is part of a long struggle to reduce gender transport poverty in all countries. This is truly a wicked problem. Through our work we have recognised that the application of systemic design research may be a suitable approach to addressing the many barriers that women face (social, cultural, religious, environmental, time, energy and financial resources, familial, infrastructure and transport design itself).

We have been inspired by the strength and courage of both women and men who are actively working to produce change.

We hope that the resources we have been produced may inspire and be used by others to build up grass roots awareness and support for gender transport equality.

Our mobility matters!
 Professor Andree Woodcock
 PI of Wemobile Project
 Coventry University, UK

WEMOBILE
WOMEN'S MOBILITY
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