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Permeating the barriers between the individual and policy designers in Pakistan: A cross-cultural study of women’s mobility

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Project Partners and Funding
Dr Andree Woodcock has a BSc in Psychology and Social Biology with an MSc in Ergonomics from UCL. My PhD concerned an investigation of the use of ergonomics in automotive concept design acquired from Loughborough University while I was a Daphne Jackson Research Fellow. Most of my research has been located within design departments, looking at applying user-centred design to wicked problems in the areas of health, education, regeneration and transportation.

Dr Deana McDonagh is Professor of Industrial Design in the School of Art + Design at the University of Illinois (Urbana-Champaign) and faculty at the Beckman Institute of Advanced Science and Technology. She is an experienced design practitioner and entrepreneur. Prior to joining the University of Illinois she was a Reader in User-Centred Design at Loughborough University in the UK. She is a Research Fellow at Coventry University (UK), Adjunct Professor at Northwestern University and Director of Research and Insight for Herbst Produkt design consultancy (USA).

Komal Faiz is a design researcher, an impact analyst, and founder at DesignPak, and has been nominated as a global shaper by the World Economic Forum (WEF). She did her Masters in Strategic Foresight & Innovation from OCAD University, Canada and Bachelors in Visual Communication design from NCA. She has worked with both Pakistani and Canadian organization such as the Canadian Ministry of Children and Youth Services, MaRS Discovery District, University of Toronto, in Canada and Women Empowerment Group, US Consulate General and others in Pakistan.

Punal Faiz Director at DesignPak is a multi talented person with various skill. He is an architect and a self taught Visual Communication Designer. He has done his bachelors from National College of Arts, Lahore and has been into teaching and practicing architecture since then. He is a former Lecturer at University of Lahore at School of Architecture. An entrepreneur currently working on various ideas at DesignPak. He is a member of PCATP (Pakistan Council of Architecture & Town Planning) and also a member of GBC (Pakistan Green Building Council).
Nikmatul Adha Nordin is the Head of Department of Urban and Regional Planning in University of Malaya. She obtained her first and second degree from Universiti Sains Malaysia in the field of Urban and Regional Planning. She was awarded with a doctoral degree from USM in 2011 in the field of social and physical planning. Her research interest is on participatory urban planning, tourism planning and community development and has published several publications on the subjects.

Dr. Yong Adilah is a lecturer from Faculty of Built Environment, University of Malaya, Malaysia. She did her Ph.D. in Innovation Systems Engineering in Utsunomiya University Japan. Her research works involve transportation planning, women mobility, and urban design.
WEMOBILE is an exploration of the struggles women undertake in their mobility in LMICs. Partners in Pakistan, Malaysia and the UK have come together to pool these stories and experiences to understand their problems and how they are currently being addressed.
Our Project aims

1. to understand, using Empathic Design methods, the mobility barriers faced by women in Malaysia and Pakistan.

2. to Co-Design culturally sensitive solutions, policies and strategies to address these problems.

3. to consider the usefulness of EU sustainable urban mobility planning processes in increasing consultation and user engagement in the design of master plans.

4. to raise awareness of the effects of inaccessible transport on women and sustainable cities and communities.
What is mobility?
Approach & background

Women in Low-Medium Income Countries (LMICs) face countless cultural, social, and economic barriers that inhibit their freedom of movement.

The lack of safe, secure and stress-free mobility

Steps are being taken to address some of these problems, e.g:

● through women-only transports,

● campaigns for zero tolerance of harassment

● addressing the need to take the views of women (and other marginalised groups) in transport planning seriously.

While this is a start, it is far from enough…
Pakistan demographics
Pakistan demographics

6th Population Housing Census in 2017- 19 years delay

Population: 207.7 million,
● 106 million (51%) are men,
● 101 million (49%) are women, and
● 10,418 are transgender persons.

More males than females.
There are approximately 1 million more men than women in Punjab (province).

National Assembly:
● 71 (21%) women
● 271 (79%) men
Pakistan

Literacy Rates (LRs) - Punjab - remained at 63% in 2016.
- male LR increased from 71% to 72%
- female LR declined from 55% to 54%.

Vehicles:
- 1,649,044 vehicles owned in 2017,
- 1% of vehicles were owned by women
- 99% were owned by men.

Licences:
- 5.2% of licences issued to women,
- only 1% of women had a vehicle registered in their name
Safety conditions in Pakistan

Crime against women:

- Kidnappings in the greater Punjab region increased from 1,054 in 2016 to 3,231 in 2017.
- 150 rape cases were reported in Punjab in 2015
- 6 women are kidnapped and 4 are raped every day in Pakistan

2017- Punjab Safe City Authority and Lahore Government installed approximately **8,000 surveillance cameras** under the phased Punjab “**Safe City”** Project. The system features a 24-hour command center where police officials monitor various areas of the city, looking for criminal or terrorist activities.
10 stages of women - Pakistan

- **0 - 1**: School going/Home schooling
- **1 - 5**: High school/Early marriage
- **6 - 12**: University/Marriage
- **13 - 17**: Early career/Post Graduate/Family making
- **18 - 24**: Career growth/Education/Family making
- **25 - 34**: Career matured/Education/Family settling
- **35 - 44**: Retired/Education/Family developed
- **45 - 64**: Early marriage
- **65 - 80**: Most women expected to leave careers and work to take care of family and kids
- **80+**: Marriage and kids for most
- **Early Marriage for some**
Most women expected to leave careers and work to take care of family and kids

Marriage and kids for most

Early Marriage for some

**Self-sustaining phase**

**Dependent phase**

0 - 1  School going/ Home schooling
1 - 5  
6 - 12  High school/ Early marriage
13 - 17  University/ Marriage
18 - 24  Early career/ Post Graduate/ Family making
25 - 34  Career growth/ Education/ Family making
35 - 44  Career matured/ Education/ Family settling
45 - 64  
65 - 80  Retired/ Education/ Family developed
80+  

[Diagram showing life stages and their corresponding phases and activities.]
## Phases of Journey

<table>
<thead>
<tr>
<th>Pre-departure Planning phase</th>
<th>Journey</th>
<th>Arrival/ Plan for return</th>
<th>Return and Arrival</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Options/ Process</strong></td>
<td><strong>Public transport, Rikshaws:</strong> Fear, insecurity, unavailability, unreliable&lt;br&gt;<strong>Walking:</strong> Fear, disconnected routes, no walkways, signal free roads without pedestrian crossing&lt;br&gt;<strong>Family Car:</strong> Dependence, availability&lt;br&gt;<strong>Own Car:</strong> Expense, which route safer</td>
<td><strong>Public transport, Rikshaws:</strong> Unsafe, risk of kidnapping, abduction, harassment, fear&lt;br&gt;<strong>Walking:</strong> Kidnapping, harassment, abduction, accidents&lt;br&gt;<strong>Car:</strong> Road discrimination, men chasing on bikes/cars, people not following traffic rules</td>
<td><strong>Public transport, Rikshaws:</strong> No waiting areas, fear, insecurity, unavailability, unreliable&lt;br&gt;<strong>Walking:</strong> Fear, disconnected routes, no walkways, signal free roads without pedestrian crossing&lt;br&gt;<strong>Car:</strong> Late night stay difficult because unsafe&lt;br&gt;<strong>Careem:</strong> unsafe</td>
</tr>
<tr>
<td><strong>Barriers</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Leverage points</strong></td>
<td><strong>Careem:</strong> Available, relatively safer option&lt;br&gt;<strong>Own car:</strong> Safer, efficient</td>
<td><strong>Careem:</strong> Available, relatively safer option, efficient&lt;br&gt;<strong>Own car:</strong> Safer, efficient&lt;br&gt;Safety helplines (esp in Punjab)</td>
<td><strong>Own car:</strong> Safer, efficient</td>
</tr>
</tbody>
</table>

**Time**

18 - 24 years: University/Marriage
25 - 34 years: Early career/Post Graduate/Family making
35 - 44 years: Career growth/Family making
45 - 64 years: Career matured/Education/Family settling
65 - 80 years: Retired/Education/Family developed
Can drive

People not following rules
Road discrimination (gender)
Men chasing on cars/bikes

Fears of road & less women on road

Having her own car is helpful

Fear of getting abducted, harassed etc

Can't drive

Public transport or rideshare

Depending on others

Issues faced

Harrassment
Abduction
Knapping
Disconnected routes

18-68

6-17

69-80+

1-5

Depends

Depends

Depends
Implications
Work in Process

- Malaysia conference and research earlier this month
- UK next year
- Comparative analysis
- Review and knowledge mobilization for policy makers, designers, academics and students
Thank you
Questions