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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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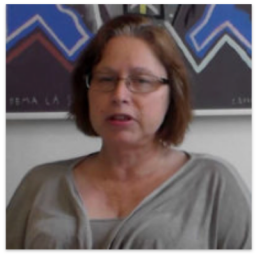
Permeating the barriers between the individual and policy designers: a cross cultural study of women's mobility

Project Partners and Funding

Arts & Humanities
Research Council

women mobility

Team info



Prof Dr. Andree Woodcock

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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

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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

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.

Punnal Faiz

Punnal 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).

Dr. Nikmatul Adha Nordin

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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 Hurumain

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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.

women mobility

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.

women mobility

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*

women mobility

What is mobility?

women 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…

women mobility

Pakistan demographics

women mobility

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

women mobility

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

women mobility

Safety conditions in Pakistan

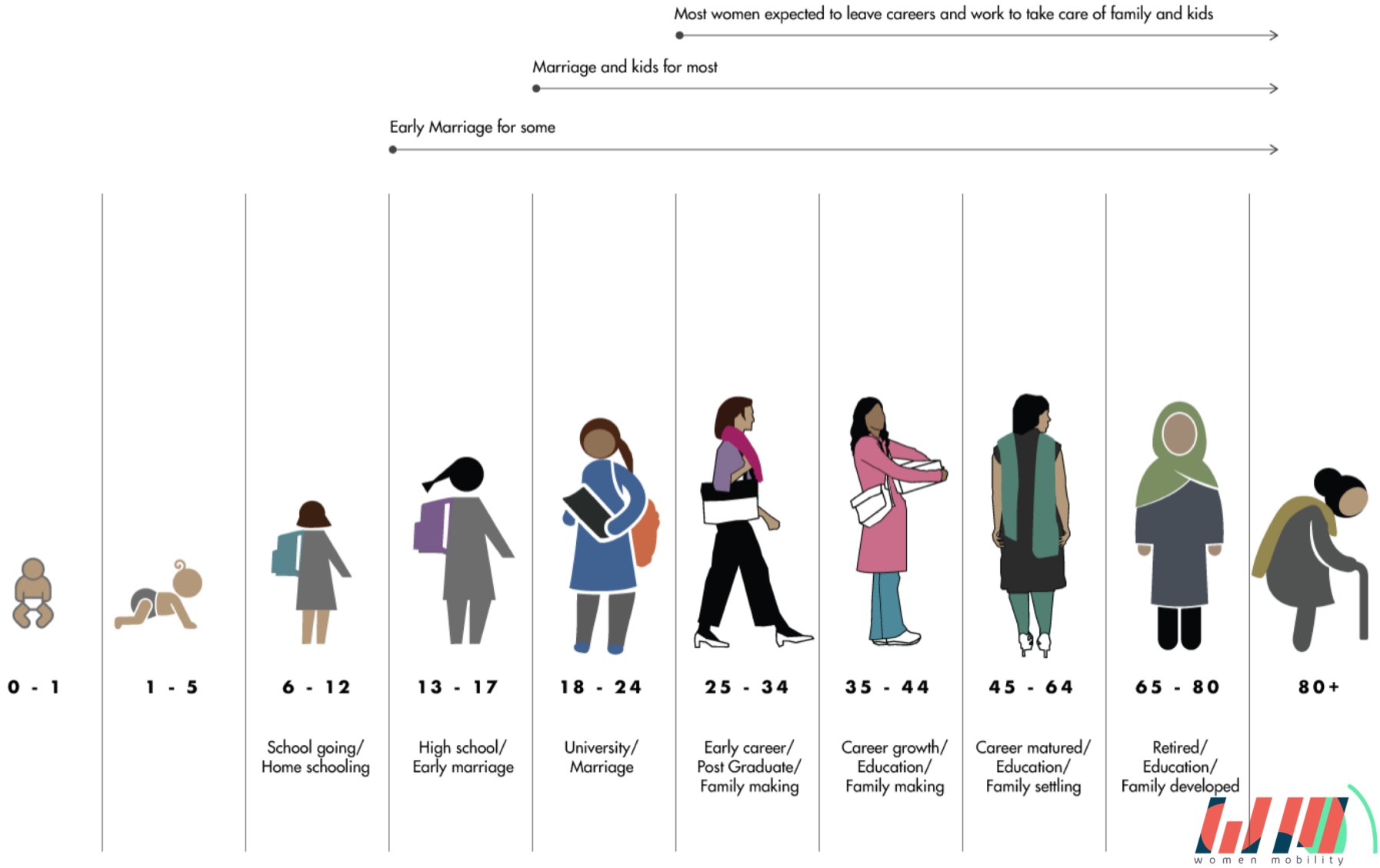
Crime against women:

- 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.

women mobility

10 stages of women- pakistan



Most women expected to leave careers and work to take care of family and kids

Marriage and kids for most

Early Marriage for some

Dependent phase

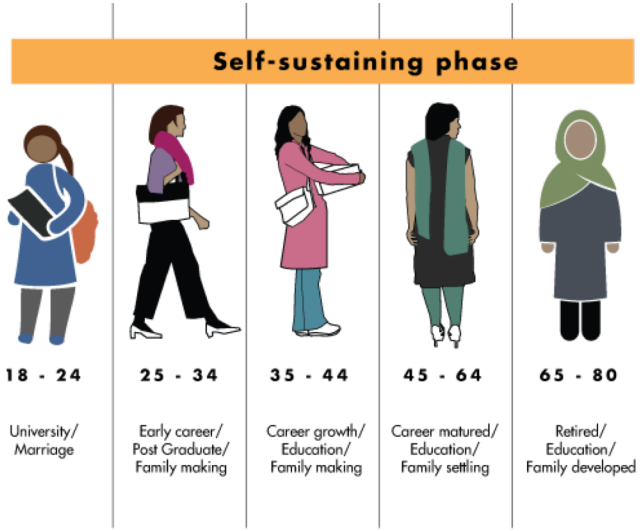
Self-sustaining phase

Dependent phase

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

women mobility

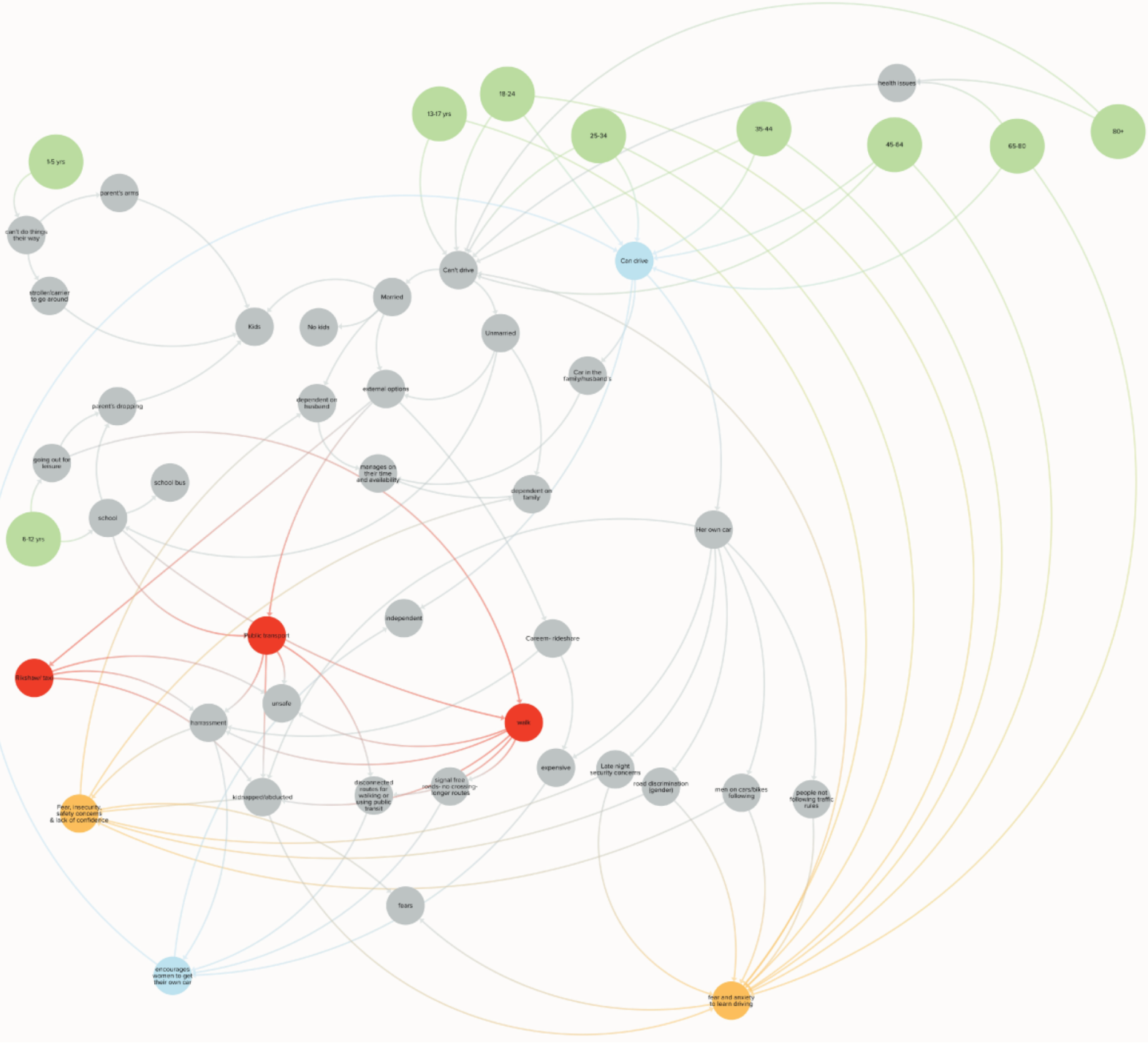
Phases of Journey

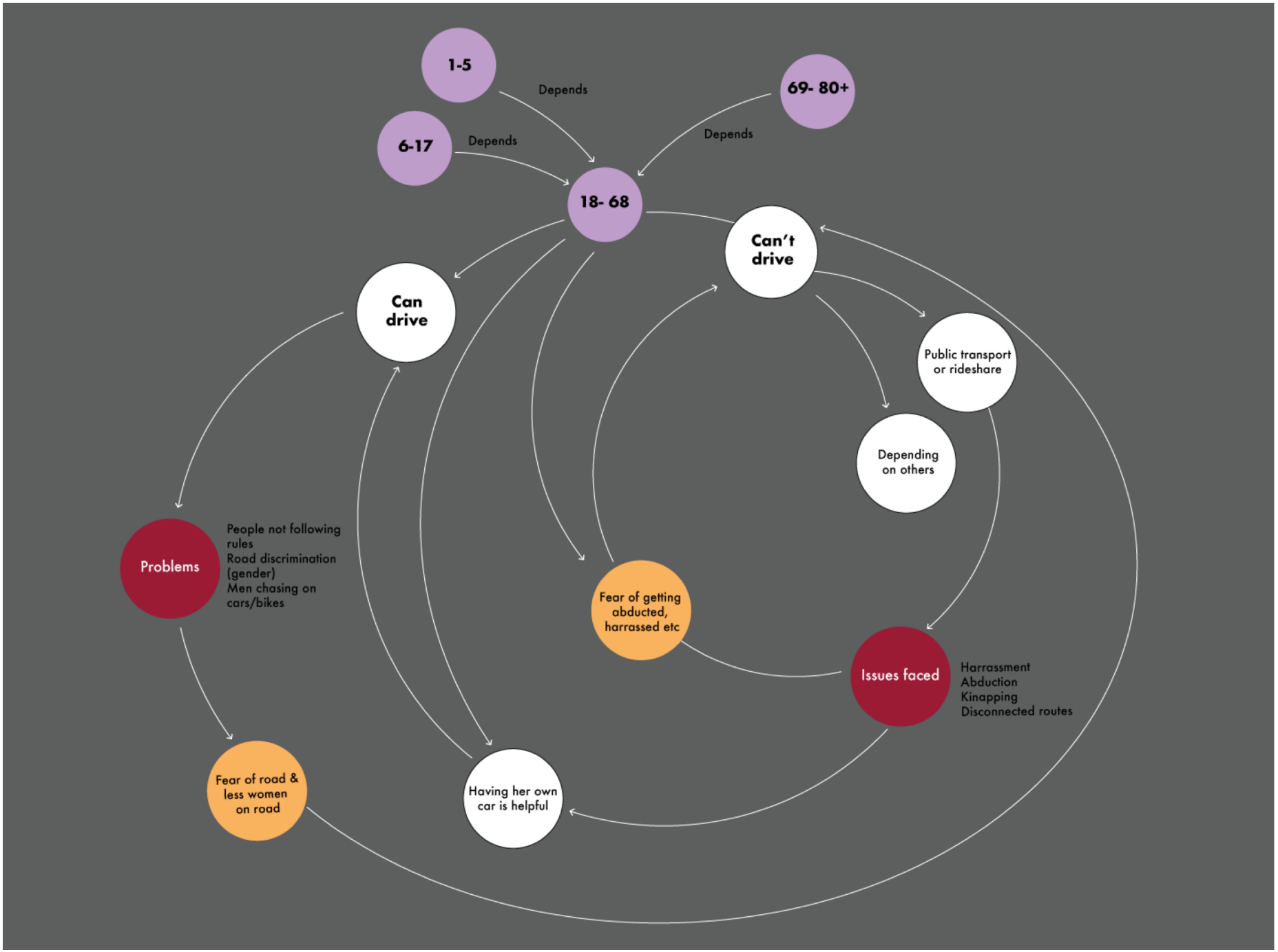


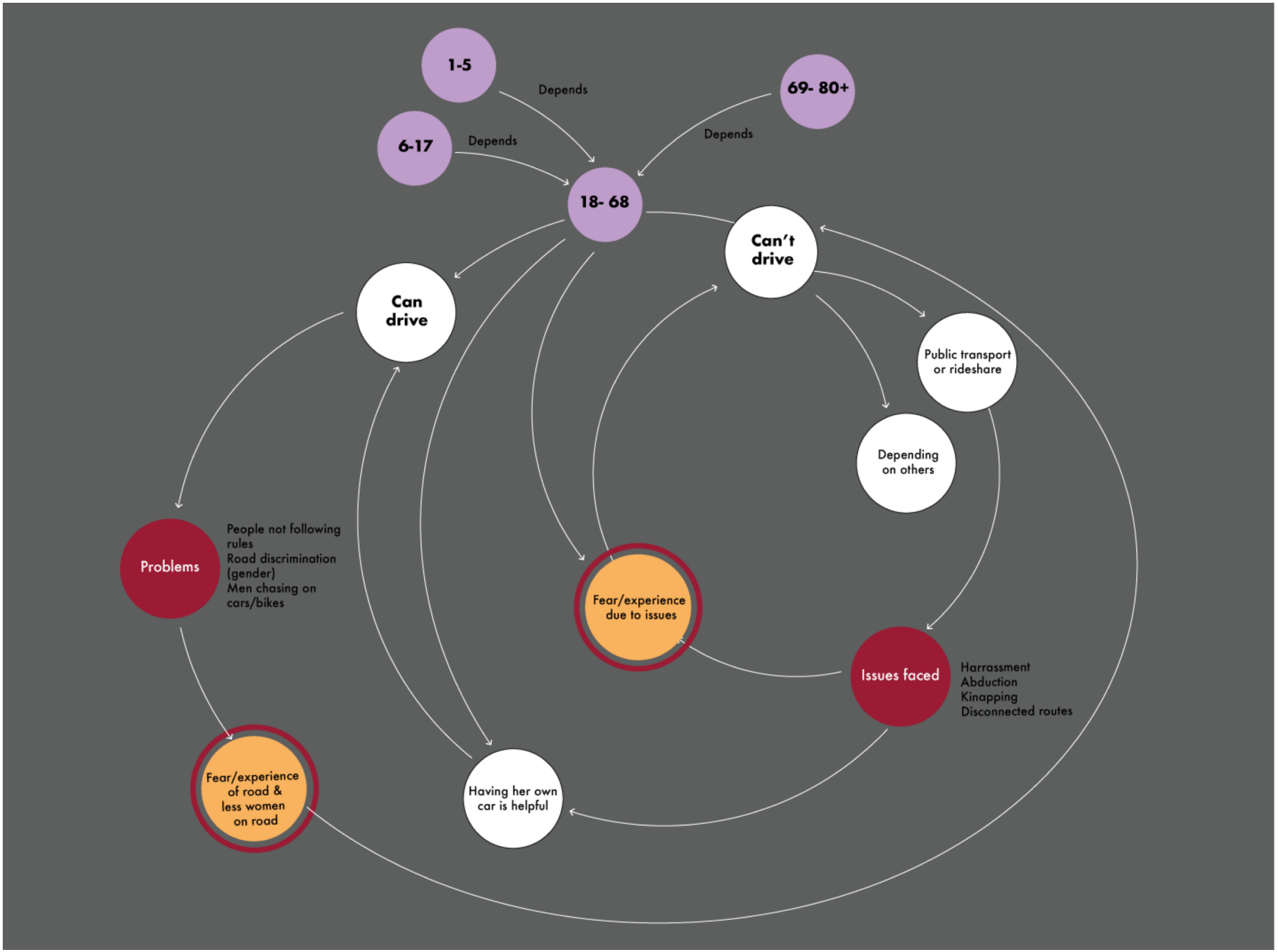
	Pre-departure Planning phase	Journey	Arrival/ Plan for return	Return and Arrival
Optoins/ Process	What options available? Depending on whom? Money? TIme consuming & limiting	Stress and anxiety because of on road barriers. Constant feeling of insecurity and fear	Late night stay difficult/impossible. Time dependent mobility. What options available? Needs pre-planning	Constant stress, fear and anxiety. At your own risk. Lack of support if technical problems with car
Barriers	**Public transport, Rikshaws:** Fear, insecurity, unavailability, unreliable **Walking:** Fear, disconnected routes, no walkways, signal free roads without pedestrian crossing **Family Car:** Dependence, availability **Own Car:** Expense, which route safer	**Public transport, Rikshaws:** Unsafe, risk of kidnapping, abduction, harassment, fear **Walking:** Kidnapping, harassmet, abduction, accidents **Car:** Road discrimination, men chasing on bikes/cars, people not following traffic rules	**Public transport, Rikshaws:** No waiting areas, fear, insecurity, unavailability, unreliable **Walking:** Fear, disconnected routes, no walkways, signal free roads without pedestrian crossing **Car:** Late night stay difficult because unsafe. **Careem**: unsafe	**Public transport, Rikshaws:** Unsafe, risk of kidnapping, abduction, harassment, fear **Walking:** Kidnapping, harassmet, abduction, accidents **Car:** Road discrimination, men chasing on bikes/cars, people not following traffic rules, cars stopped
Leverage points	**Careem:** Available, relatively safer option **Own car:** less dependence, safer	**Careem:** Available, relatively safer option, efficient **Own car:** Safer, efficient Safety helplines (esp in Punjab)	**Own car:** Safer, efficient	Safety helplines (especially in Punjab)

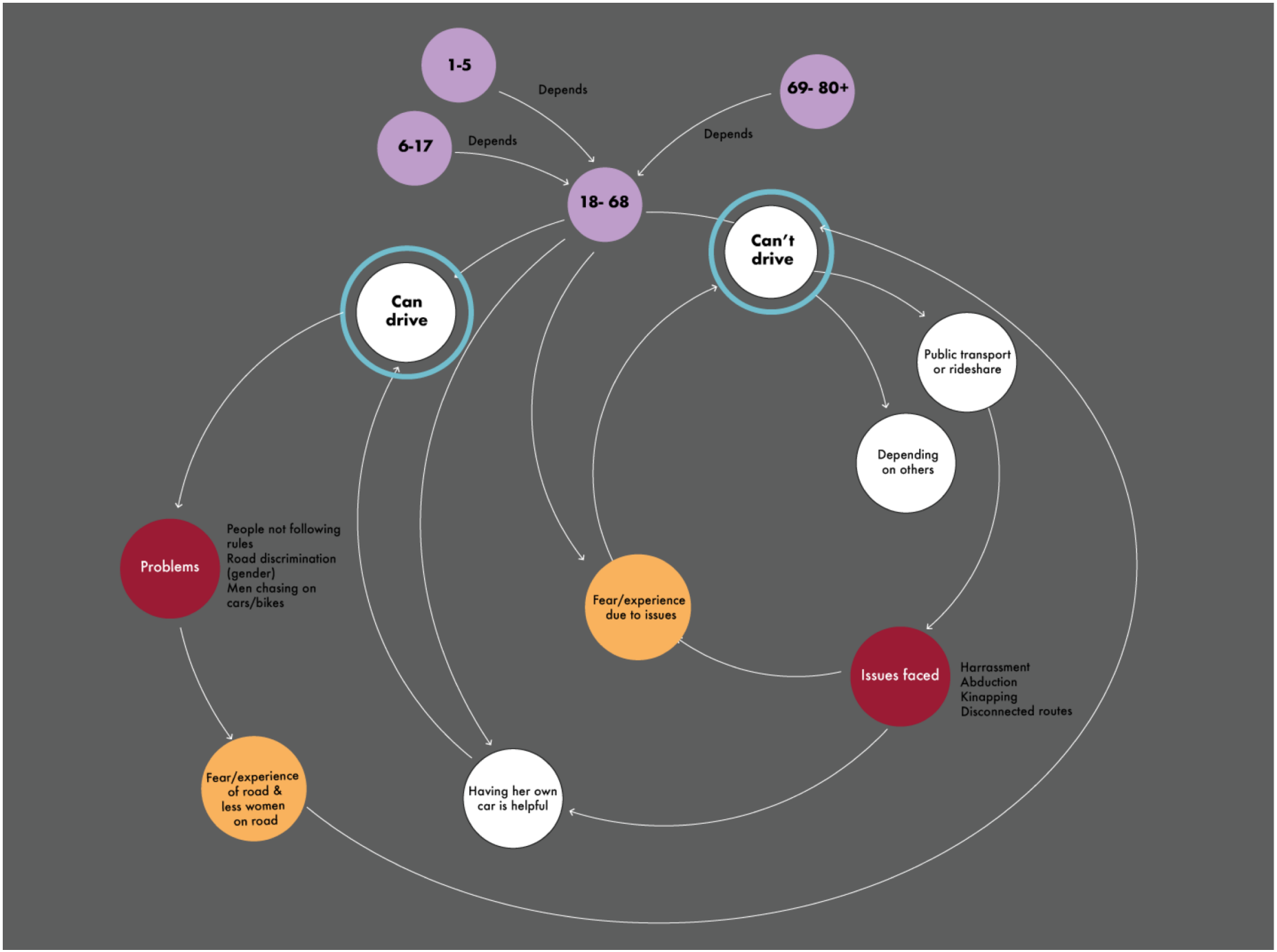
Time

women mobility


health issues
18-24
13-17 yrs
25-34
35-44
45-64
65-80
80+
5-5 yrs
parent's arms
can't do things their way
stroller/carrier to go around
Can't drive
Can drive
Married
Kids
No kids
Unmarried
Car in the family/husband's
parent's dropping
dependent on husband
external options
going out for leisure
manages on their time and availability
school bus
dependent on family
school
6-12 yrs
Her own car
independent
Public transport
Careem- rideshare
Rikshaw/ taxi
unsafe
walk
harrassment
expensive
Late night security concerns
road discrimination (gender)
men on cars/bikes following
people not following traffic rules
disconnected routes for walking or using public transit
signal free roads- no crossing- longer routes
kidnapped/abducted
Fear, insecurity, safety concerns & lack of confidence
fears
encourages women to get their own car
fear and anxiety to learn driving


1-5
Depends
69- 80+
6-17
Depends
Depends
18- 68
Can't drive
Can drive
Public transport or rideshare
Depending on others
Problems
People not following rules
Road discrimination (gender)
Men chasing on cars/bikes
Fear of getting abducted, harrassed etc
Issues faced
Harrassment
Abduction
Kinapping
Disconnected routes
Fear of road & less women on road
Having her own car is helpful


1-5
Depends
69- 80+
6-17
Depends
Depends
18- 68
Can't drive
Can drive
Public transport or rideshare
Depending on others
Problems
People not following rules
Road discrimination (gender)
Men chasing on cars/bikes
Fear/experience due to issues
Issues faced
Harrassment
Abduction
Kinapping
Disconnected routes
Fear/experience of road & less women on road
Having her own car is helpful


1-5
Depends
69- 80+
6-17
Depends
Depends
18- 68
Can't drive
Can drive
Public transport or rideshare
Depending on others
Problems
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Road discrimination (gender)
Men chasing on cars/bikes
Fear/experience due to issues
Issues faced
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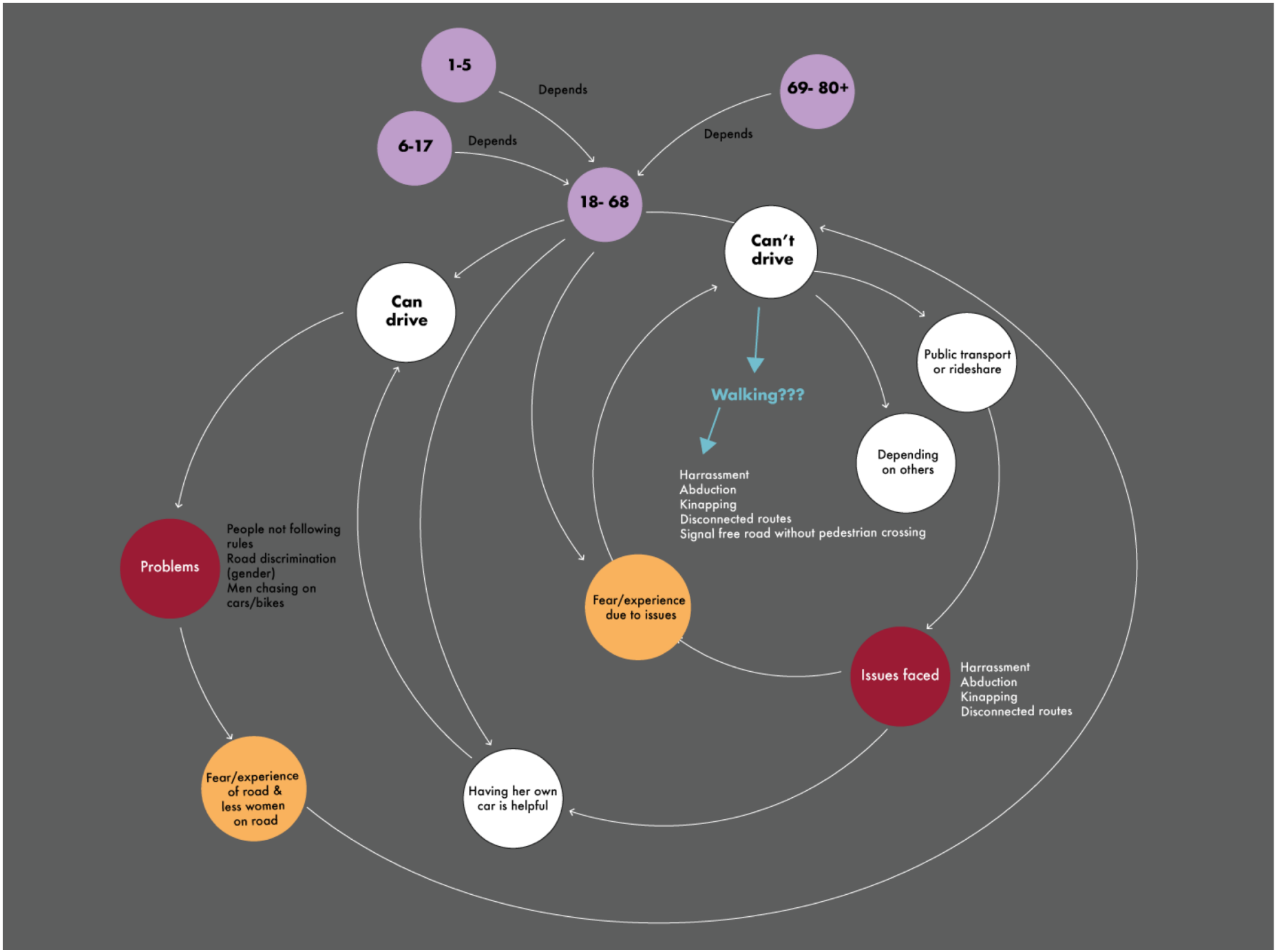
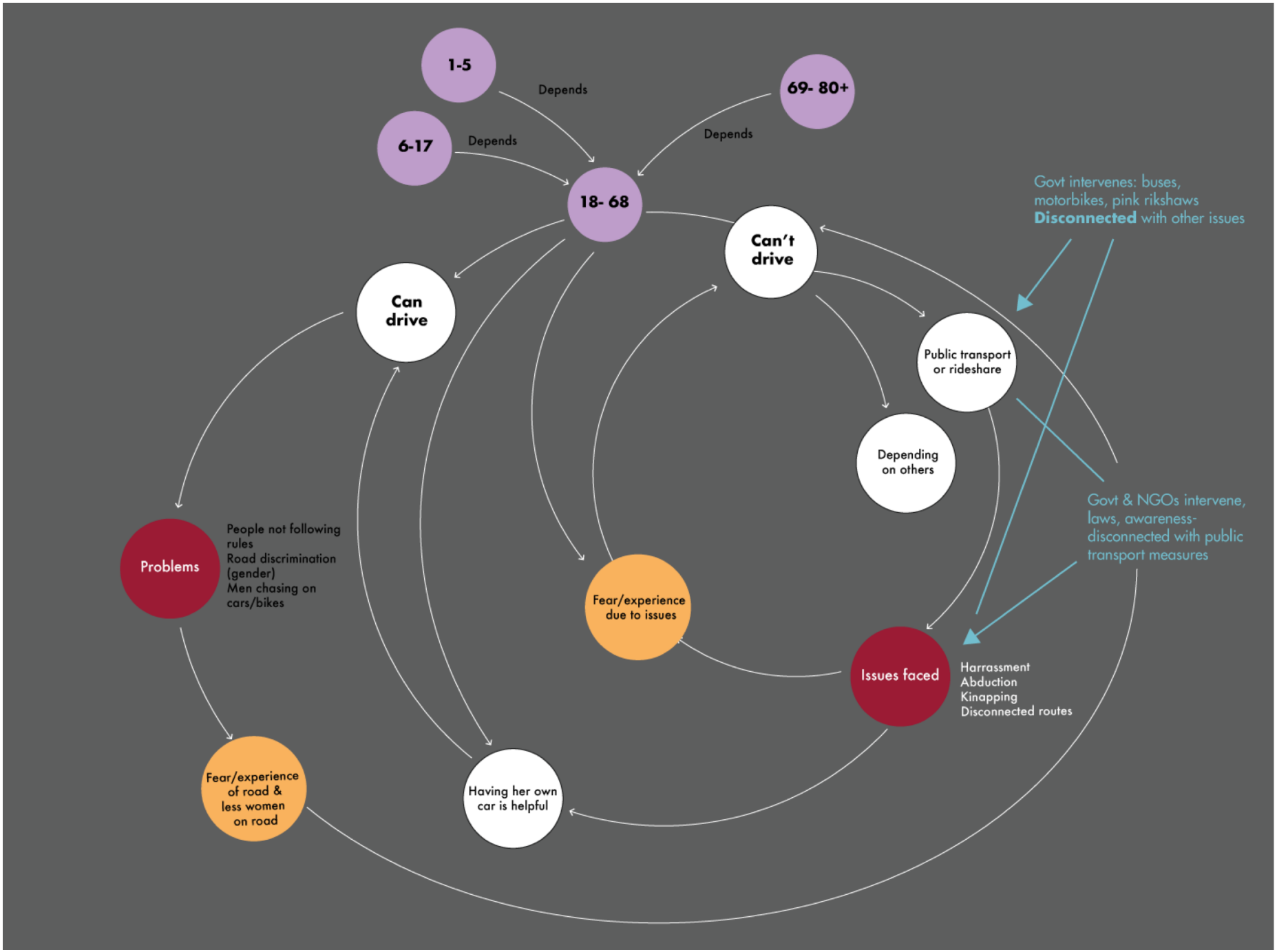
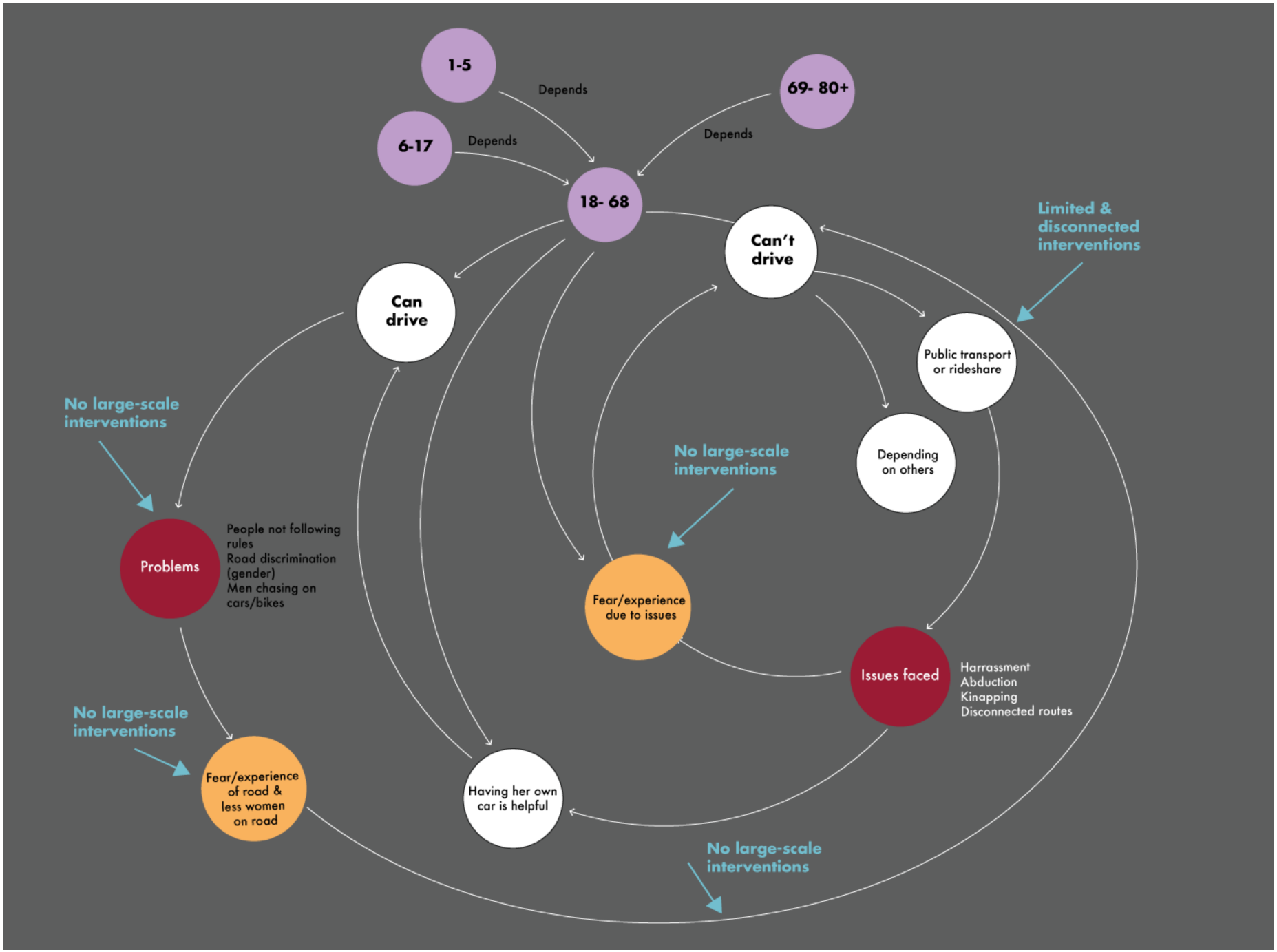
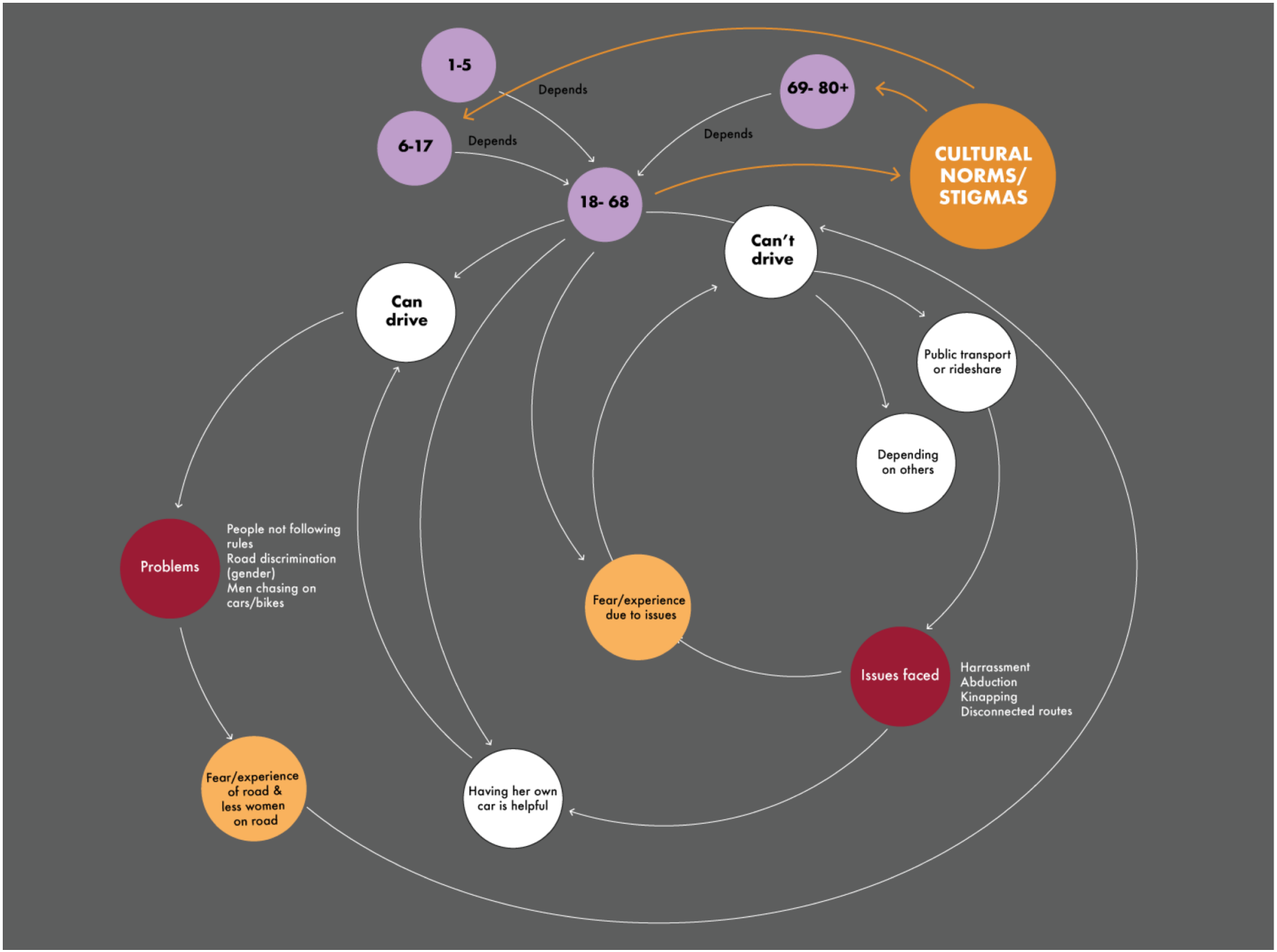

1-5
Depends
69- 80+
6-17
Depends
Depends
18- 68
Can't drive
Can drive
Public transport or rideshare
Walking???
Depending on others
Harrassment
Abduction
Kinapping
Disconnected routes
Signal free road without pedestrian crossing
Problems
People not following rules
Road discrimination (gender)
Men chasing on cars/bikes
Fear/experience due to issues
Issues faced
Harrassment
Abduction
Kinapping
Disconnected routes
Fear/experience of road & less women on road
Having her own car is helpful


1-5
Depends
69- 80+
6-17
Depends
Depends
18- 68
Govt intervenes: buses, motorbikes, pink rikshaws **Disconnected** with other issues
Can't drive
Can drive
Public transport or rideshare
Depending on others
Govt & NGOs intervene, laws, awareness- disconnected with public transport measures
Problems
People not following rules
Road discrimination (gender)
Men chasing on cars/bikes
Fear/experience due to issues
Issues faced
Harrassment
Abduction
Kinapping
Disconnected routes
Fear/experience of road & less women on road
Having her own car is helpful


1-5
Depends
6-17
Depends
69- 80+
Depends
18- 68
Can drive
Can't drive
Limited & disconnected interventions
Public transport or rideshare
Depending on others
No large-scale interventions
Problems
People not following rules
Road discrimination (gender)
Men chasing on cars/bikes
No large-scale interventions
Fear/experience due to issues
Issues faced
Harrassment
Abduction
Kinapping
Disconnected routes
No large-scale interventions
Fear/experience of road & less women on road
Having her own car is helpful
No large-scale interventions


1-5
Depends
6-17
Depends
18- 68
Depends
69- 80+
CULTURAL NORMS/ STIGMAS
Can drive
Can't drive
Public transport or rideshare
Depending on others
Problems
People not following rules
Road discrimination (gender)
Men chasing on cars/bikes
Fear/experience due to issues
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Implications

women mobility

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

women mobility

Thank you

women mobility

Questions

women mobility