

# **CORPORATE PARTNERSHIP BOARD WORKSTREAM ON GENDER**

## Corporate Partnership Board Workstream on Gender

With over 2.25 million employees worldwide, the group of companies belonging to the ITF's Corporate Partnership Board plays an important role in transport.

In November 2018 at its plenary meeting in Seoul, Korea, the members of the Corporate Partnership Board decided to launch a 'Workstream on Gender'.

This workstream was officially launched on International Women's Day, 8th March 2019 at the headquarters of the Organisation for Economic Co-operation and Development (OECD), in the presence of the Secretary-General of the ITF, Mr. Young Tae Kim and Ambassador of Latvia to the OECD, H.E. Ivita Burmestre as well as members of the Corporate Partnership Board and other guests.



Photos from the launch and the workshop can be found here ([International transport Forum, Flickr](#))

## Workstream on Gender: Outputs

### WORKSHOP SUMMARY

A workshop on 'Hiring and Retaining a Gender-Diverse Workforce' was also held on 8<sup>th</sup> March 2019, exploring the challenges of achieving better gender parity in the transport sector and how to make the transport sector more attractive to women.

The Secretary General of the International Transport Forum Young Tae Kim gave the opening note welcoming all the participants to the workshop. He highlighted the importance of gender diversity in the transport sector, and ITF's commitment on this area under the umbrella of access and inclusion.

H.E. Ivita Burmestre, Ambassador of Latvia to the OECD, and Co-Chair of the OECD Friends of Gender Equality Plus Network spoke about the ongoing work on gender across all areas of the OECD and highlighted the importance of the gathering and use of data and tracking progression.

The workshop sessions focused on three areas with a number of speakers in each session:

#### **The Transport Sector: Increasing Its Attractiveness To Female Employees**

##### Speakers:

- ✚ Jean Agulhon, Chief Human Resource Officer, Member of Management Board, RATP
- ✚ Diego Diaz, President, SNCF International
- ✚ Vincent Kobesen, CEO, Member of Executive Board, PTV Group, by video message and represented by Paulo Humanes, Vice President Business Development & New Mobility

#### **Gender Inclusive Recruitment**

##### Speakers:

- ✚ Pedro Costa, Head of Global Recruitment, Michelin
- ✚ Marie-Sandrine Nguema, Commercial Sales Manager EMEA, ExxonMobil
- ✚ Gus Glover, Head of Safety Communications EMEA, UBER

#### **Retention of Female Talent**

##### Speakers:

- ✚ Paloma Moran, Vice President Metro Platform, Alstom
- ✚ Hiba Fares, Director of Client Experience, Marketing & Services, Member of Management Board, RATP
- ✚ Bipasha Baruah, Professor & Canada Research Chair in Global Women's Issues



Photos from the launch and the workshop can be found here ([International transport Forum, Flickr](#))

Hiring and retaining a diverse workforce in the transport sector is a particular challenge, but equally, that it is important to have a multitude of perspectives to ensure inclusive transport and mobility systems and services.

Companies outlined the measures that they are taking in this field, with many initiatives including outreach to schools and universities, efforts to bridge the pay gap, creation of company networks, mentoring, training, setting ambitions and targets, amongst others.

Below are a list of the highlights from the takeaways of this discussion:

🌈 **Making the transport sector more attractive to women is not just an aim, it is critical for business.**

Transport users are diverse. In order to ensure products, services and systems reflect this diversity, it is imperative to have a diverse workforce and perspectives in the development



and creation of these.

The female workforce is an untapped pool. Ongoing and foreseen staff shortages in some areas of transport make it important to focus recruitment on 100% of the workforce market.

### **Raise awareness about the diverse range of job opportunities in transport and mobility**

While there is increasing awareness and promotion of technical jobs in the Science, Technology, Engineering, and Math (STEM) fields, outreach should focus not only on these jobs but highlight all other job types in the sector.

Early outreach is important with schools, universities, networks and associations as a means of engaging with girls and women from a young age.

### **Address Unconscious Bias**

Unconscious bias can be a barrier to an inclusive and diverse workforce, having an effect on a work culture and environment. Effective measures to tackle bias have ensured an approach across all levels of employee. Companies have found that successful measures not only include training and awareness building, but importantly also simulations and roleplay.

### **Setting ambitions in the recruitment process**

Upstream efforts, setting ambitions to attract a strong pipeline and diverse flow of applicants has ensured success for some companies in ensuring a rich and diverse hiring process.

### **Innovative work practices for employee retention**

Companies have looked at different ways to retain talent, including career path evolvment and different options of progression paths across managerial, technical and non-technical roles.

Job rotation and 'testing' of different roles, while in their own role, has proven successful in some companies. Employees have an option to form part of project teams in a job area that they would like to try.

The importance of work-life balance and flexibility was mentioned by several companies as being an important factor in retaining talent.

### **Encourage cross-sectoral transition as a means to increasing diversity in the sector**

Focus should also be given to skills transferability and potential for cross-sectoral transition to encourage women into the transport sector.

### **Use of data and evidence-based analysis**

Data plays an important role in assessing the current situation, benchmarking, and in tracking progress.

Importance should be placed on gathering more data, disaggregated by gender, to support evidence-based policy analysis in this area, which would be useful for all stakeholders.

### **Mentoring and the Importance of Role Models**

Several companies have successful mentoring programmes within their companies.

It was suggested that the Corporate Partnership Board undertake a pilot of cross-sector, cross-company mentoring between the members.

As the sector strives to attract more women, it is important to provide positive role models to whom young girls and women can relate and be inspired by.

### **Ensure inclusive recruitment**

Inclusive writing of job advertisements has proven to be an effective measure for several companies. This should encompass all corporate content, from the company mission statement and values to individual job specifications.

## VIDEOS

CPB members have come together to create a video interviews of female employees across various roles across CPB companies on attracting women to the transport workforce.

This video has been shown at the TUMI/ITF/World Bank Networking Lunch on "Leading the Change towards greater diversity in transport" Wednesday 22 May at ITF Annual Summit.

It is a resource available for all to use – made available on YouTube.



# #WomenInTransport

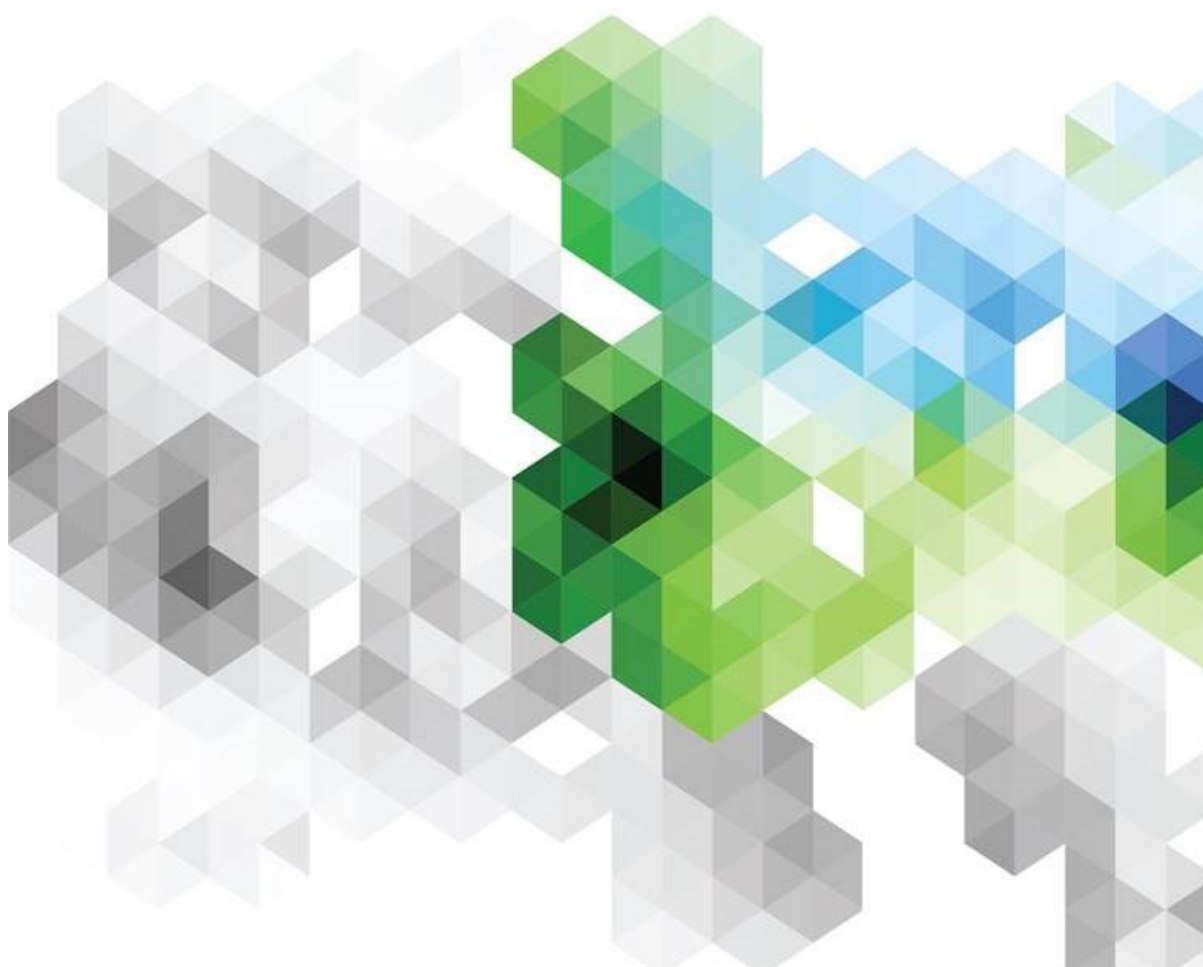
## **COMPENDIUM OF COMPANY INITIATIVES**

A Compendium of Company Initiatives has been compiled.

This resource has been made available on the webpage of the Corporate Partnership Board Workstream on Gender:

**<https://www.itf-oecd.org/gender-workstream-cpb>**





**International Transport Forum**  
**2 rue André Pascal**  
**75775 Paris Cedex 16**

**Tel: +33 (0)1 73 31 25 00**

**[cpb@itf-oecd.org](mailto:cpb@itf-oecd.org)**  
**[www.itf-oecd.org](http://www.itf-oecd.org)**