



Uber

Uber India gets women moving

Transport is a key—and often underemphasized—tool for increasing women’s economic potential. Women are both underrepresented as providers and underserved as riders: the International Labour Organization has found that a lack of transport explains about 15 percent of women’s labor force participation gaps. To counter these challenges, Uber India undertook two initiatives: the Driving Change campaign for sexual harassment training and the #WithinHerReach campaign to encourage women’s freedom of movement.

WOMEN, TRANSPORT, AND RIDE-HAILING

In 2018, Uber partnered with the International Finance Corporation to understand how women were using the platform as drivers and riders in six countries. The report, *Driving Toward Equality*, finds that for women across all six countries view the ability to work when they want to as a key benefit that helps them to juggle other commitments: for example, 91 percent of mothers driving with the Uber app are

also the primary caregivers for their children.¹ This also means that women tend to drive more selectively than men, possibly avoiding nighttime trips or not signing on to the app daily, which reduces their earning potential.

However, women are substantially limited by safety needs and social norms: 11 percent of women drivers surveyed said their family or friends disapproved of their decision to sign up, 64 percent of women drivers surveyed cite security concerns as a reason more women do not sign up to become drivers, and 26 percent cite security concerns as a reason they do not drive more.²

Safety and security are particular priorities for women in India, where India’s National Family Health Surveys (NFHS-4) suggest that 30 percent of Indian women ages 15 to 49 have experienced some form of physical violence.³ And transport gaps can have real impacts on women’s freedom of movement, safety and security, and economic participation: for instance, in Delhi, a study on college choice for female students found that “women are willing to choose a college that is in the bottom half of the quality distribution over a college in the top 20 percent for a route that is perceived to be safer.”⁴

DRIVING CHANGE

Uber launched Driving Change as a global campaign in 2017. To date, the initiative has committed \$7.5 million to fund gender-based violence (GBV) prevention initiatives including (a) learning about and building tools and policies, (b) promoting awareness, and (c) empowering communities.

Quick facts about Uber Technologies Inc.

Headquartered in San Francisco, Uber is a multinational ride-hailing company that also offers services in food delivery and logistics.

Founding year: 2009

Footprint: Global

IN PARTNERSHIP WITH



Creating Markets, Creating Opportunities

Case Study: **UBER TECHNOLOGIES INC.**

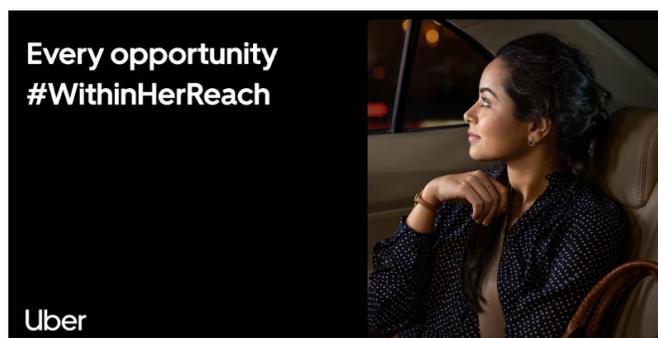
In India, Uber partnered with Breakthrough—an organization that works to reduce violence against women and girls in India—to launch a series of gender-sensitization activities for drivers including a dedicated advertising campaign, #ignorenomore, in March 2020.

Launched on International Women’s Day, Uber’s #ignorenomore campaign targets bystanders of GBV, encouraging intervention and collective action to end incidences of GBV in public spaces. Since 2018, Uber India has also run gender-sensitization workshops with more than 75,000 driver-partners, in partnership with the Manas Foundation, tracking driver-partners ratings as part of the initiative’s impact measurements.

#WITHINHERREACH

Getting women on the road isn’t just a matter of safety and security—social norms strongly influence whether women can move freely. Census data shows that women are hesitant to work more than a kilometer away from home because of concerns that range from childcare responsibilities to fears over sexual violence. Uber aims to tackle this mobility divide through the #WithinHerReach campaign.

In addition to other Uber initiatives and product features geared toward making all drivers and riders safer on the road, #WithinHerReach seeks to sensitize communities to barriers women face during their commute to work.



The gender commute gap is an issue that we at Uber really can, and should be helping with. Many Indian women are ruling out career opportunities to stay closer to home, whether it's down to safety concerns or a lack of travel options. With this campaign, we want to support women to pursue their ambitions, and to move forward the conversation within communities and workplaces as well as enable safe and convenient mobility options for everyone, especially women.

—Lucinda Barlow, senior director of Asia-Pacific marketing at Uber

- 1 International Finance Corporation (IFC) and Uber Technologies Inc., *Driving Toward Equality: Women, Ride-Hailing, and the Sharing Economy* (Washington, DC, and San Francisco: IFC and Uber Technologies Inc., 2018), https://www.ifc.org/wps/wcm/connect/62a2871b-271b-4256-b426-65b2012doof7/00418+IFC+DTE+Report_Complete_Layout+Final2-pxp.pdf?MOD=AJPERES&CVID=m9ksr4q.
- 2 IFC and Uber, *Driving Toward Equality*.
- 3 National Family Health Survey, India, (database) Government of India, 2019.
- 4 Safety First: Perceived Risk of Street Harassment and Educational Choices for Women, Girija Borker, 2018 <https://blogs.worldbank.org/impactevaluations/avoiding-metoo-harassment-risk-and-women-s-college-choice-guest-post-girija-borker>.