



Grab

Grab’s Safer Everyday Tech Roadmap

Some estimate that Southeast Asia is poised to become the fourth largest economy in the world by 2030, due to advances in the digital economy.¹ As a leading “everyday app” Grab is helping the region grow. Founded in 2012, the company offers on-demand ride-hailing, logistics, and financial services in eight countries, hosting more than 9 million microentrepreneurs and contributing approximately \$8.5 billion to the Southeast Asian economy in the 12 months leading up to March 2020.²

Although the future looks promising, there is more work to be done to ensure that no one is left behind. According to the Asian Development Bank, Southeast Asian women are on average 70 percent less likely than men to join the labor force.³ When they do, they are still limited by the constraints posed by childcare responsibilities and concerns over their safety while on the road. In response to the latter, Grab initiated the Safer Everyday Tech Roadmap, aimed at raising the bar for safety standards in transportation.

Quick facts about Grab

Grab is a Southeast Asian super app that provides transportation, logistics, and financial services.

Founding year: 2012

Footprint: Grab offers services in Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. Headquartered in Singapore, it has additional offices in Bangalore, Beijing, Ho Chi Minh City, Jakarta, and Seattle.

WOMEN ARE CORE CUSTOMERS OF RIDE-HAILING SERVICES

The International Finance Corporation report *Driving Toward Equality*—which included one of Grab’s key markets Indonesia—finds that ride-hailing can help women better balance their work and household responsibilities: 39 percent of women interviewed as part of the study believe that ride-hailing options allow for more convenient movement while with children. Women riders were also more likely than men to feel an increased sense of independence through the mobility provided through ride-hailing, including accessing areas not served by public transport. In Indonesia, the research revealed women to be more active users of ride-hailing services and more likely to have a high demand for safety and security. Sixty-six percent of women used ride-hailing to commute, compared with 55 percent of men.⁴

For companies like Grab, providing affordable means of safe transportation also entails providing a wider array of mobility options compared with what would be found in other contexts, including fleets of bicycles, motorcycles, and auto-rickshaws. As part of Digital2Equal, Grab has been working to address those needs through the Safer Everyday Tech Roadmap—a series of product enhancements aimed at eliminating preventable incidents, encouraging safer user habits, and instilling positive behavioral changes while on the road.



GRAB'S SAFER EVERYDAY TECH ROADMAP

In 2019, Grab publicly committed to doubling its investments in passenger safety. The Safer Everyday Tech Roadmap that forms part of this, aims to make rides safer guided by four key principles:

- **Know who you ride with.** Ensure transparency between riders and drivers through authentication systems.
- **Get help when you need it.** Grab's *Share My Ride* and *Emergency SOS* features are available to both passengers and drivers, which allows them to share their live location with loved ones for better peace of mind and to get help quickly in emergencies. Grab has also partnered with governments across the region to localize safety interventions. In Thailand, Grab joined hands with UN Women to raise awareness and prevent violence against women and young girls as they commute in the city, as part of the United Nations Secretary-General's UNiTE to End Violence against Women, a multiyear campaign.
- **Build new and safer habits.** Road fatalities in Southeast Asia account for 25 percent of the global total. Grab's analytical tools monitor driving patterns and provide recommendations on how drivers can improve. Since the rollout, there has been a 50 percent reduction in speeding incidents and a 20 percent reduction in hard braking and sudden acceleration, which are potential causes of road accidents. Services such as GrabFamily, also make it easier to move around with young children by providing booster seats—a service that is particularly valuable when one considers the disproportionately higher levels of care responsibilities women bear.⁵

- **Stay protected at every touchpoint.** The Grab app comes with robust fraud detection, secure transaction systems, and data protection capabilities. Grab's whistleblower program enables users to report any suspected fraudulent activities in the Grab community.

The Safer Everyday Tech Roadmap represents the next phase in strengthening the safety of the Grab platform. Our goal is to bring to zero the number of incidents that are completely preventable and, as far as possible, reduce the number of road accidents. Key to achieving our goal is to make it easy for users to make an actual change to their road behaviour habits.

—Tan Hooi Ling, Grab co-founder

IMPACT

Since launching the Safer Everyday Roadmap in October 2018, Grab's preventable incident rates across the region decreased by 37 percent.⁶ Still, Grab's goal is to work toward zero preventable incidents on the platform.

Grab continues to advocate for a "Safer Everyday" in Southeast Asia. Furthering its stance against sexual violence, Grab collaborated with the National Commission on Violence Against Women (Komnas Perempuan) in Indonesia to conduct self-defense training for female delivery-partners on its platform.

Case Study: GRAB

- 1 "ASEAN to Become World's Fourth Largest Economy by 2030: Singapore PM Lee," *Singapore Business Review*, August 30, 2018, <https://sbr.com.sg/economy/asia/asean-become-worlds-fourth-largest-economy-2030-singapore-pm-lee>.
- 2 "Building Resilience in the Face of Crisis: Grab Social Impact Report 2019–2020," Grab Holdings Inc., Singapore, 2020, <https://assets.grab.com/wp-content/uploads/media/Grab-Social-Impact-Report-2020.pdf>.
- 3 Asian Development Bank, *Women in the Workforce: An Unmet Potential in Asia and the Pacific* (Manila: Asian Development Bank, 2015), <https://www.adb.org/sites/default/files/publication/158480/women-workforce-unmet-potential.pdf>.
- 4 *Driving toward equality : women, ride-hailing, and the sharing economy (English)*. Washington, D.C. : World Bank Group. <http://documents.worldbank.org/curated/en/856531520948298389/Driving-toward-equality-women-ride-hailing-and-the-sharing-economy>.
- 5 "The Power of Parity: How Advancing Women's Equality Can Add \$12 Trillion to Global Growth," McKinsey Global Institute, 2015, http://conectadas.org/wp-content/uploads/2018/05/MGI-Power-of-parity_Executive-summary_September-2015-1.pdf.
- 6 This information is from Grab's internal data between October 2018 and October 2019.