

GENDER & E-MOBILITY ECUADOR

*E-MOBILITY AS A DRIVER FOR CHANGE:
TOWARDS A GENDER TRANSFORMATIVE
AND JUST TRANSITION TO ELECTRIC
MOBILITY*



CONTENT

1. OVERVIEW OF ECUADOR
2. MAIN PROJECT ELEMENTS AND ACTIVITIES
3. E-MOBILITY ECOSYSTEM & STAKEHOLDERS
4. POLICY & REGULATORY FRAMEWORK
5. PROPOSED PILOTS
6. RESULTS FROM INTERVIEWS

OVERVIEW OF ECUADOR



Source: WEF, 2023



Women spend an average of 31 hours a week on unpaid household work, compared to 9 hours for men.



Unpaid household work is mostly made by women. It annually generates a value equivalent to 19% of GDP, which in 2021 was USD 19,873 million.

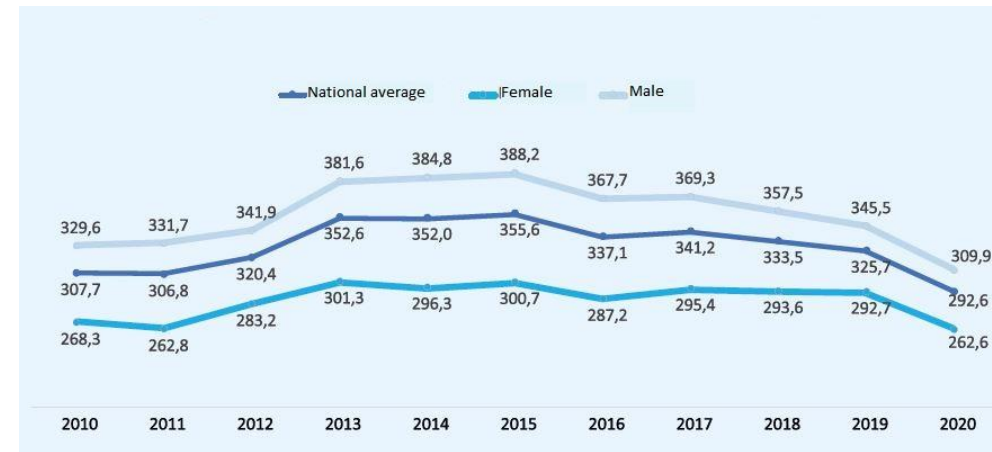
Source: UN Women



Source: UN Women

In terms of mobility, women tend to make a greater number of trips, shorter ones, and with greater heterogeneity (around the location of home, employment, school, markets, among others) using public transportation. (INEC, 2020)

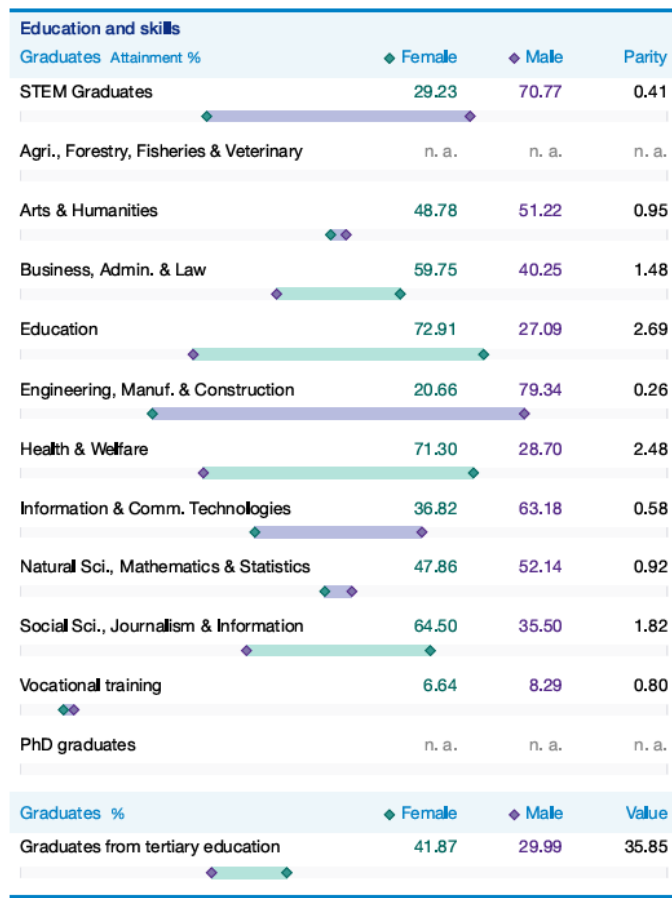
Ecuador Gender Pay Gap



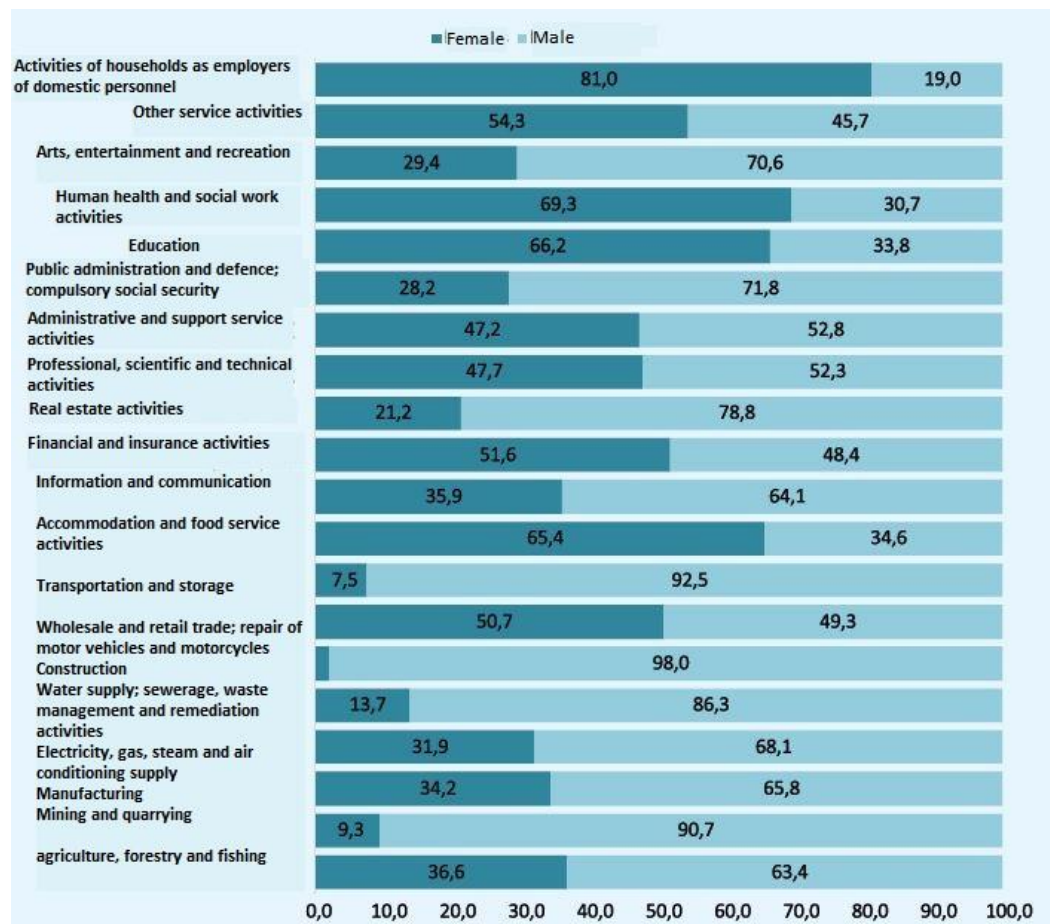
Source: Consejo Nacional para la Igualdad de Género, Unión Europea, EUROsociAL+y UNFPA

OVERVIEW OF ECUADOR

Gender Gap on Education and skills in Ecuador



Employment by gender and economic activity



The rate of women employed in transport and storage activities is of 7,5% against a 92,5% of men according to data from the National Survey on Employment, Underemployment and Unemployment (ENEMDU, 2020).

Source: Global Gender Gap Report 2023 - World Economic Forum

Source: Consejo Nacional para la Igualdad de Género, Unión Europea, EUROsocial+ y UNFPA

MAIN PROJECT ELEMENTS & ACTIVITIES

Activity 1: Enhanced Gender Mainstreaming in National and Local E-Mobility Initiatives in Ecuador

Mapping of the e-mobility ecosystem

Mapping of stakeholders in e-mobility

Review of policies and regulatory frameworks

Identify policy gaps & develop recommendations

Activity 2: Data collection to address the knowledge gap on gender and e-mobility in Ecuador

Collect and analyze gender disaggregated data in mobility patterns, mobility labor market & decision making bodies

Identify data gaps & develop recommendations

Organize a stakeholder workshop

E-MOBILITY ECOSYSTEM & STAKEHOLDERS

Vehicle Manufacturers, infrastructure and technology integrators

Manufacturers:

Bixicargo
SIDERTECH
MTEC S.A

Buses and vans:

Dongfeng, Skywell,
BYD, KIA

Electricity:

EEQ (Quito), CNEL EP (Guayaquil), Centrosur (Cuenca)

Technology: Clipp, Waze (AMT), Moovit, [Quito se mueve](#)

Operation of vehicles

Passengers:

EPMTPQ, EPMMQ, Buses and taxis Coop, UBER, In-driver, ESPE-public bike system.

Logistic operators: ABMU, ASEMEC, Grupo Entregas, Urbano Express, ASOREUN, Buena Esperanza (CEGAM-EMGIRS), Buró del CHQ, Servientrega, Moderna de alimentos, ARCA, Tesalia, Cervecería Nacional, Splendor, Grupo Superior, Quala (Quito)
FarmaSol EP (Cuenca)

National and local authorities

National: MTOP, MATTE, MEM (Energy), MPCEIP (Production), ANT (Transit)

Local: GADs cantonales y provinciales, AMT (Quito), Secretarías de Movilidad y Empresas públicas

Final users, NGOs and civil society

NGOs: Tandem, Plural, Grupo Faro, Líderes para gobernar

Associations: ASECM OVEL, OLADE, ANETA, AEADE

Final users and civil society: Buró del CHQ, Pedestrian Association of Quito, Coalición por la Movilidad Segura, Mujeres en bici (Cuenca), Carishina en bici, Masa Crítica (Guayaquil), Cabildo cívico de Quito

Financing and International Organizations

National banks: CFN, BDE, CONAFIPS, Banco Pichincha, Condelpi, Banco del Pacífico, Produbanco, Banco Guayaquil, Banco Internacional, Banco Bolivariano, etc.

Multilateral banks: IDB, WB, AFD, Kfw, CAF

International cooperation: GIZ, C40, ULLC, UEMI, UN Women

Academia

MODEMAT AND LIAVMS (EPN), CATENA-USFQ, PUCE (Quito)

UDA (Cuenca)

ESPOL (Guayaquil)

UTPL (Loja)

POLICY & REGULATORY FRAMEWORK

Ecuador's National Policy for Sustainable Urban Mobility (PNMUS) 2023-2030

Strategic focus on eradicating inequalities in public road space and mobility systems (female labour market inclusion; tackling gender-based violence).

Organic law to prevent and eradicate violence against women

Transport is one of the areas of prevention

Institutional Strategic Plan 2018-2021 MTOP

Reducing gender inequalities in transport planning from the Ministry of transport and public works

National Agenda for Gender Equality 2021-2025

"A life free of violence" and "Environment and Climate Change" mention safety in public transport.

Organic Law on Land Transport, Transit and Road Safety

Equality approach and respect for priority groups in access to transport infrastructure and services

Policies & Regulations for Gender Equality in E-Mobility

Safe City Quito Programme

Transport Sector Strategy: Safe Transport Free of Sexual Harassment of Women and Girls

Quito Integrated Transport System

Gender approach in metro infrastructure, safety focus in trolleybus stops; Integral strategy "Bájale al acoso", Sistema Quito cables.

Quito's metropolitan passenger transport system

Protocol for action in cases of sexual violence on public transport

Sustainable Urban Mobility Plan (PMUS), Ambato

Objectives: To decrease gender gaps and contribute to gender equality in all components of mobility

Regulation to the Law on Land Transport, Transit and Road Safety

Definition of priority groups including pregnant women and children

PROPOSED PILOTS

LEV logistics & female riders (eg. SOL+ pilots in Quito & Cuenca)



Female drivers & public transportation: Trolleybuses Quito (eg. La Rolita Bogotá)



E-vans & female drivers (eg. GEF7 logistics pilot 2024)



Photo: Grupo Entregas Ecuador 2024

RESULTS FROM INTERVIEWS

“It is a sector that has always been for men. So having 10 women out of 600 drivers makes a big difference...”

“Let those women be the ones who can come to use and let them be the ones who operate those 100% electric trolleybuses. Let that be the image of the renewal, not only of the fleet, but of the conception as such of this company...”

Former Operations **Manager**, Municipal PTO

Yes, I am convinced that the specifically gender approach in the entire logistics sector, which is the next step, for example, in terms of heavy cargo, that is, trucks over 2 tons or over 5 tons, I believe That part is the next challenge we have, because that is another area that is traditionally covered by men...”

President of Logistic Operator Company



Thank you!