

## **Strategies for Smart and Sustainable Transport from a Gender Perspective**

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### **Abstract**

Mobility, and especially urban mobility, has changed drastically in recent times. This has been due, on the one hand, to the development and application of new technologies that have led to new modes of transport, fuels and resource sharing. On the other hand, the impact on mobility and logistics of the COVID-19 pandemic crisis, which has led to a decrease in the number of daily trips, changes in the choice and use of transport modes and the accelerated evolution of B2C e-commerce logistics distribution.

Gender differences in mobility patterns are well known. Although the geographical, social and cultural context may influence mobility habits, and may make these gender differences more or less pronounced, the literature published over the years has identified common patterns or trends in developed countries. On the other hand, the effects of the COVID-19 crisis in the social and economic sphere have aggravated inequalities between population groups, with women being one of the most affected groups, which may accentuate this gender gap in mobility.

Mobility and transport policies should aim at an efficient and sustainable use of transport modes, while ensuring road safety and equal opportunities of use.

Through a strategic analysis of urban mobility from a gender perspective, strategies are identified and recommendations are offered for policy decisions in mobility planning towards smarter urban mobility.

### **Keywords**

Mobility; Gender; Technology; Strategy;

### **Biography**

Elvira Maeso Gonzalez has been Senior Lecturer (UK) of the Department of Economy and Business Administration at the School of Industrial Engineering, University of Málaga (Spain) since 1998. She is a Phd. Industrial Engineer (University of Málaga, 2001). Dr. Maeso is the

responsible for the Research Group “Work and Transportation Management”. She launched the Chair of Transport Management in 2004 and directed it up to 2015, when she was appointed Deputy Mayor of Mobility and Transport of the City of Malaga until 2019. She is a responsible researcher and the researcher of numerous contracts and R&D projects related to logistics and transportation. Her main research interest is on transport management of both people and goods that allows greater optimization and efficiency in time, costs, energy, safety, gender equity and environmental impact. Because of her experience, her research spans the development of theoretical models to practical applications on real world policies.