

Equity Index 2023



Accelerating Diversity and Inclusion Through Data

Sponsors



Partners



Supporters



Supporters Pack

Accelerating Diversity and Inclusion Through Data



Your advocate partner toolkit

Thank you for agreeing to be an advocate for the Equity Index. We have put together a toolkit to assist you with promoting the Women in Transport Equity Index 2023.

The Challenge - Why do we need to act now?

Transport, a vital industry employing over 1.5 million people and contributing £214 billion to the UK economy in 2020, faces a pressing challenge of attracting, recruiting and retaining diverse talent. With only 26% of the workforce being females, the sector is heavily male-dominated. In the sub-sectors, only 16% of the rail workforce is female and a mere 6% in aviation. In the bicycle sector, only 8% of cycle mechanics are women. The exact representation of women in maritime and road transport remains unknown, further underscoring the need for comprehensive data to address the gender imbalance across the industry.

How You Can Help:

As an advocate for gender equality, we invite you to promote the Women in Transport Equity Index within your network. By sharing information about the initiative, encouraging participation and highlighting the importance of diversity and inclusion in the transport sector, you can make a significant impact.

In this pack you will find:

- An introduction to the Equity Index
- Details on partners and sponsors
- Some posts for the Equity to be used on social
- Graphics that can be used on social

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WOMEN
IN TRANSPORT

The Women in Transport Equity Index 2023 is a collaborative project that seeks to provide essential baseline data, measure progress and recognise best practices in achieving gender diversity within the transport industry. By participating in the survey, individuals can contribute to shaping a more equitable future and driving positive change.

Key Points

Baseline Data: The Women in Transport Equity Index aims to gather comprehensive data on gender diversity within the transport sector, shedding light on the representation of women in transport-related positions and identifying areas for improvement. Each sub sector will have its own Index alongside the composite one for easy benchmarking — Air, Automotive, Bus & Coach, Bicycle, Logistics (including Warehousing), Maritime (including Ports), Road, Rail plus we will have ones for Infrastructure, Consultancies, and Recruitment (including head hunters).

Progress Measurement: The index will provide a unique cross-sectoral performance measurement, allowing companies to benchmark themselves against peers and track progress over time. This valuable information will drive continuous improvement and facilitate a more inclusive and equitable industry.

Recognition and Rewards: Companies that demonstrate exemplary practices will be acknowledged in the index report, with top-performing organisations receiving certificates of success recognition and marketing badges. By participating, companies can position themselves as leaders in diversity and inclusion.

Valuable Insights: Participants who complete the survey will receive individual scores. Once they have completed the index questions and submitted their answers, they have the opportunity to unlock access to WORK180's full DEI assessment survey (normally valued at £2,500). These insights will help organisations to further identify areas of strength and areas that require further attention.

Full details <https://www.womenintransport.com/equity-index>

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Project Partner

WORK180 we set, review and drive global standards that deliver great workplaces for all women. We want to ensure we're positively impacting women of all backgrounds and experiences. As such, our standards are designed with an intersectional lens by our team diversity, equity and inclusion (DEI) experts. They're also informed by our global community of women, employers from a range of industries and the United Nations Sustainable Development Goals.

Sponsors:

The Bicycle Association (BA) is the national trade association for the UK cycle industry. It represents the best interests of the UK cycle industry to the government, stakeholders and the general public. The BA's purpose is to grow the UK cycling market by supporting, championing and shaping the industry. www.bicycleassociation.org.uk

Kier Highways is the UK's leading highways service provider, working with a wide range of partners from key central organisations like National Highways and Transport for London through to a wide range of local authorities, who are collectively responsible for the roads we travel on. We manage more than 21,000km of the UK's strategic and local authority road network. <https://www.kier.co.uk/sectors/highways-bridges/>

Merchant Navy Welfare Board (MNWB) is a registered charity formed by the UK government out of the 'Seamen's Welfare Board' in 1948 following the end of the Second World War. Initially, the UK Government was heavily involved with many displaced seafarers following hostilities. In recent years, the marked reduction in the size of the UK Merchant Navy has led to the Maritime and Coastguard Agency having a seat on the Council as an 'observer'. Based in Southampton, the MNWB, commonly referred to as the Board, is the umbrella charity for the UK Merchant Navy & Fishing Fleets. <https://www.mnwb.org/>

Mobility Lab work with policymakers, community groups and activists to put the needs of citizens at the heart of mobility projects and policy. Doing so delivers plans and projects that the community owns, supports and are more likely to be successfully delivered. And having a lasting, positive impact. We are about Citizen-Centred Mobility. <https://www.mobilitylab.org.uk/>

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Your advocate social media toolkit

Byline: Equity Begins with You: Register, Contribute, Make a Difference - Start Today!

Social Post Copy Ideas:

Calling all voices in the transport sector! Be part of the change and take the Women in Transport Equity Index survey. Your input will shape a more diverse and equitable industry.

Want to make a difference in the transport sector? Join us in promoting diversity and inclusion by participating in the Women in Transport Equity Index survey. Together, let's drive positive change!

Calling all transport professionals! Your insights matter. Take the Women in Transport Equity Index survey and contribute to groundbreaking research on gender diversity in the industry. Let's create a more inclusive future!

Are you passionate about gender equality in transport? Take the Women in Transport Equity Index survey and help shape an industry that embraces diversity. Join the movement today!

Attention transport leaders! Stand out as champions of diversity. Encourage your teams to take the Women in Transport Equity Index survey and showcase your commitment to an inclusive workforce.

Graphic Strapline Ideas:

"Equity in Motion: Take the Women in Transport Equity Index Survey"

"Driving Diversity: Be Heard in the Women in Transport Equity Index Survey"

"Shaping an Inclusive Future: Join the Women in Transport Equity Index"

"Your Voice Matters: Take the Women in Transport Equity Index Survey"

"Unlocking Diversity: Participate in the Women in Transport Equity Index"

**Tags & Hashtags: @womenintransportindex @WomeninTransportEquityIndex @womenintransport
#WomeninTransportEquityIndex #womenintransportindex #EquityinTransport**

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Hashtags: #WomeninTransportEquityIndex #womenintransportindex #EquityinTransport

Tags: @WomeninTransportEquityIndex @womenintransport



Your image



For all communications here is the link for companies to register for the Index

<https://bit.ly/3XspsQY>

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Week 2



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EQUITY BEGINS WITH YOU

“Shaping an Inclusive Future: Join the Women in Transport Equity Index.”

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Partners






Week 3



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Equity Begins With You

“Your Voice Matters: Take the Women in Transport Equity Index Survey.”

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Week 4

Equity Begins With You

“Unlocking Diversity: Participate in the Women in Transport Equity Index”



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Key Links

Registration Form <https://bit.ly/3XspsQY>

Full details

<https://www.womenintransport.com/equity-index>

Further information contact

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