

# Women in Transport Platform for Change

## REPORTING ON AN ACTION

### **MANTRA - MAPPING, TEACHING, RAISING AWARENESS ON GENDER EQUALITY IN THE TRANSPORT SECTOR**

#### **A UNIVERSITY-BASED APPROACH**

<b>Name of organisation:</b>	<b>University of Modena and Reggio Emilia Motorvehicle University of Emilia Romagna</b>
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<b>Website:</b>	<b><a href="https://www.motorvehicleuniversity.com/gender-and-diversity-empowerment-committee/">https://www.motorvehicleuniversity.com/gender-and-diversity-empowerment-committee/</a></b>
<b>Date of launch:</b>	<b>2022</b>
<b>End date (if applicable):</b>	<b>ongoing</b>

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*Please briefly describe your experience with the action: how the action was implemented, the key activities you carried out, etc. (please provide figures, illustrations, photos etc. where appropriate):*

UNIMORE is a founder of MUNER - Motorvehicle University of Emilia Romagna, which is at the forefront of initiatives aimed at promoting gender equality in the automotive industry. MUNER devotes significant resources and efforts to key objectives in line with the vision of parity in the automotive sector, recognizing the need for a balanced and inclusive workforce. The following is an overview of MUNER's recent activities in support of gender equality in the automotive industry.

**1. Summer School MUNER Women in Transport:**

Now in its third year, the MUNER Women in Transport Summer School has become a flagship initiative. With the participation of undergraduate students from European countries (recently expanded to include global participation).

**2. Participation in FIM's "Women in Motorcycling" Campaign**

MUNER has proudly joined the FIM "Women in Motorcycling" campaign, aligning itself with shared values and goals. This international effort, launched in 2006, aims to increase the representation of women in all motorcycling activities. In collaboration with WebsEdge, MUNER contributed to the production of a documentary that showcased the historical progression of women in motorcycling and aims to inspire future generations.

**3. Establishment of the Gender and Diversity Empowerment Committee**

MUNER recently formed the Gender and Diversity Empowerment Committee, which has been operational since February 2024. Led by Professor Elena Bassoli and Professor Vittorio Ravaglioli, this committee focuses on gender issues in automotive and engineering education. Committed to fostering an inclusive culture, the committee works with partner companies and universities to spearhead initiatives that promote gender balance and equal opportunity. Notably, all of MUNER's partner companies and universities actively participate in this committee, demonstrating a unified commitment to promoting diversity and inclusion. This collective effort serves as a driving force for the advancement of gender equality in the automotive sector and contributes significantly to the empowerment of the local community. The list of partners is shown in Figure 1.



Figure 1. partners of the GDEC.

#### 4. Participation in WOW - Women Motor Event

For the second consecutive year, MUNER is patron and active participant of the WOW - Women Motor event organized by the Municipality of Imola and the Autodromo Enzo e Dino Ferrari. Held on March 8, International Women's Day, the event celebrates the contribution of women in the automotive industry through safety tests, insightful discussions and networking opportunities.

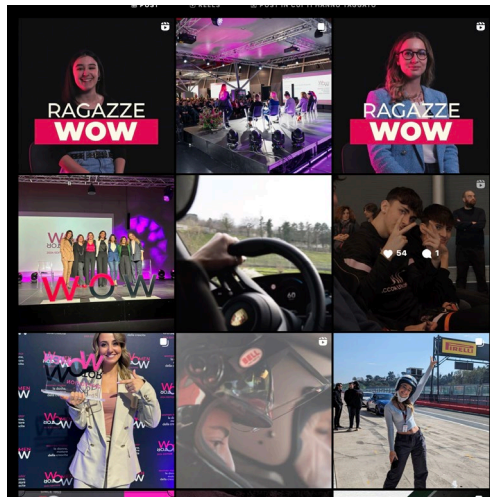


Figure 2. WOW women in motor event.

#### 5. TEDx talk

Prof. Elena Bassoli gave the TEDx speech "Shattering the Crystal Ceiling towards gender balance in automotive engineering"

#### 6. Collection of external scholarships

MUNER contributed to establishment and assignment of the following scholarships dedicated to students enrolled in the MD in "Advanced Automotive Engineering": i) since 2022 and for the third time this year, ECO Certificazioni S.p.A. funds a scholarship for one excellent female student; ii) since 2021 and for the fourth time this year Formula 1 funds 3 scholarships for students belonging to underrepresented groups, including ethnic minorities, women, and those from under-privileged backgrounds.

#### *Indicate any problems/challenges encountered:*

All of MUNER's universities and partner companies are strongly committed to improving the gender balance in the automotive sector. Although we endeavour to make our academic curricula more attractive to female students and aim for a higher number of vocations, at present we have to deal with highly imbalanced classes. Therefore, we see the need to train professors and students in our community to get them used to inclusive communication and to ensure that we avoid stereotypes during academic activities and internships. As an example, even the simple organisation of a summer school dedicated exclusively to female students required to be accompanied by explanations about the reasons why male students are excluded, as well as the fact that selection for MDs in MUNER is based on merit only and no places are reserved for women. For 2024, we agreed on the objective to organize training activities dedicated to inclusive communication and - interaction.

Indicate whether/how the objective(s) were reached and what the impact was on the target audience:

1. Summer School MUNER Women in Transport:

This program has experienced remarkable success. Notable achievements include a growing number of applicants, reaching 50 registrations for the information session held on March 14 (for 20 available places). In 2022 and 2023 the school received 44 and 34 applications, respectively, from which 20 participants were selected with a wide representation of diverse countries of origin (Fig.1). The school was extremely appreciated by students, who felt it amazing to have the chance of living the revolutionary experience to share their passion for the automotive in a group where, for the first time, none of them felt as an exception. Figure 2 collects some pics from the first two editions, while Figure 3 shows some quotes from the participants. Two of the participants of the first edition and two of the second edition decided to enrol in MUNER's Advanced Automotive Engineering MD course. Although this number may seem small, it has an impact on the total number of female students enrolled, which was 8 in 2022 and 11 in 2023 (4 of whom attended the summer school).

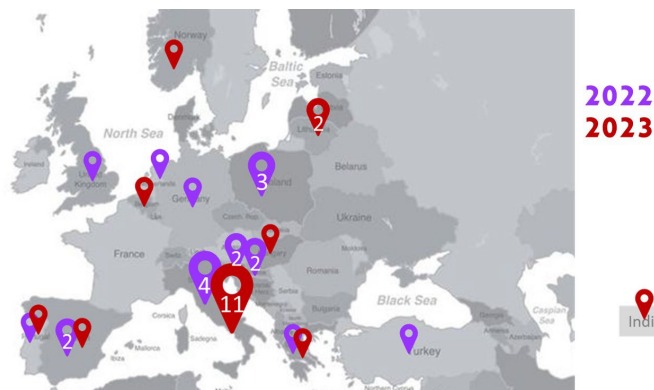


Figure 3. Countries of origin of the participants to the WiT school in 2022 and 2023.



Figure 4. Pictures from the WiT 2022 and 2023 editions.

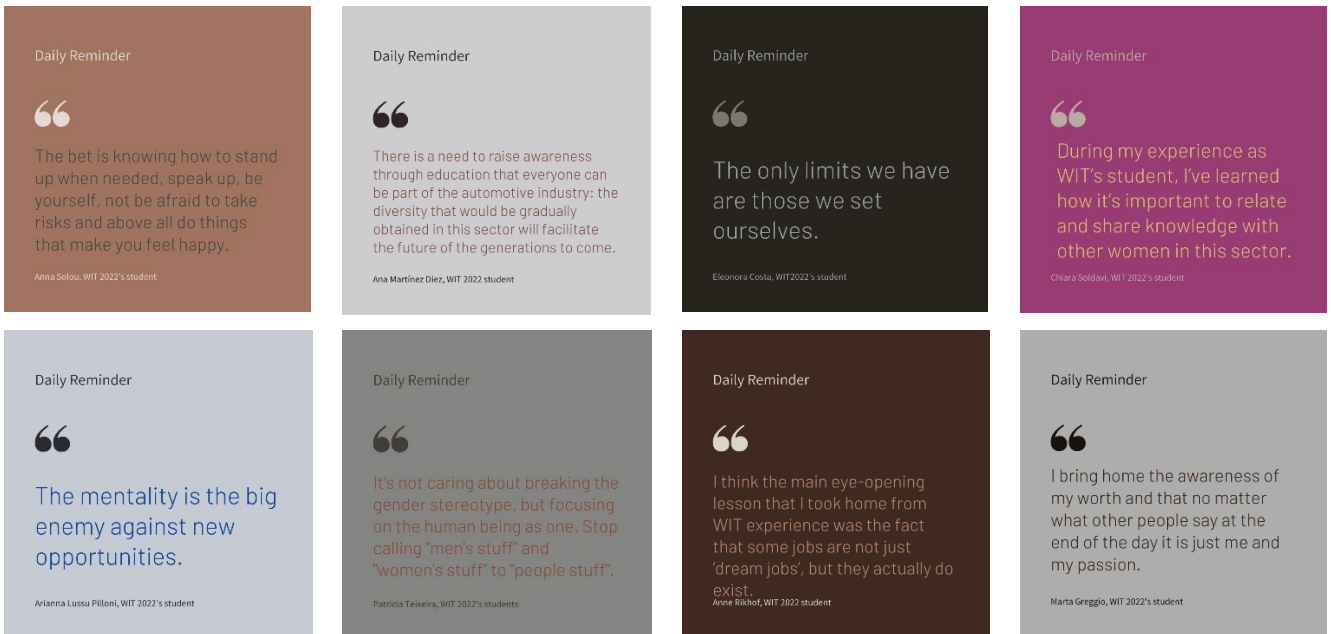


Figure 5. Feedback received from WiT 2022 participants.

2. Participation in FIM's "Women in Motorcycling" Campaign

The documentary is available on YouTube (<https://youtu.be/4zJT8J94MUE?si=A8kFhnsVDjPYpuBs>) and received 258 likes

3. Establishment of the Gender and Diversity Empowerment Committee

Two videos were produced to announce this action: [https://youtu.be/0KsVjklxKDw?si=JBa\\_px6QMb4IVx6o](https://youtu.be/0KsVjklxKDw?si=JBa_px6QMb4IVx6o) (14.471 views) and <https://youtu.be/eZ5P8azEoL8?si=zL25oKSpQ0-o0qKi>

4. Participation in WOW - Women Motor Event

Over 40 speakers shared their perspectives with 120 highschool students and 130 university students.

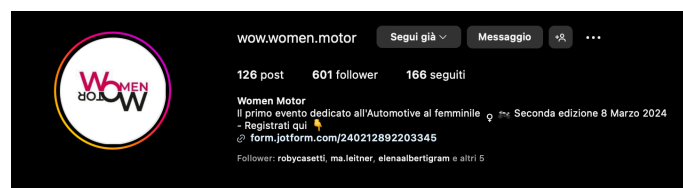


Figure 6. WOW event – social visibility.

5. TEDx talk

The video is available on YouTube <https://youtu.be/t87m4LXm02s?si=5w-ZFh-ZBQ5r9EHY> and received 350 views.

6. Collection of external scholarships

The scholarships were assigned successfully (<https://www.formula1.com/en/latest/article/formula-1-announces-scholarship-apprenticeship-and-intern-placements-for.6p05fFbkxXHvPvet7xFQy9>)

*Short overview over the cost/benefits of the action:*

MUNER's commitment to advancing gender equality in the automotive industry underscores its dedication to fostering a diverse and inclusive environment. Through collaborative initiatives, advocacy, and educational programs, MUNER strives to realize a future where talent is recognized, opportunities are equitable, and the automotive industry thrives on the strength of diversity. The costs associated with the actions described above are summarised in Table 1. In terms of benefits, the only monetary quantification is the fee paid by the female students who enrolled in our MDs after participating in the WIT summer school (€2,200 per year per student). Far more remarkable is the increased awareness of gender issues within our community and the high regard in which MUNER is held in the pursuit of gender balance. We are very pleased with the attention our actions are attracting and the gains in visibility and reputation, and we recognise that the changes we seek will take time. The commitment of our industrial partners in pursuing gender-specific goals is certainly a clear success of the measures implemented. Personnel costs of the academic and industrial partners are not quantified in the table.

Table 1. Direct costs, in-kind costs, external sponsorships

	2022	2023	Budget for 2024

WIT summer school - communication - school costs not covered by fees paid by the participants	5.000€ 20.000€ (funded by Emilia Romagna region)	5.000€ 20.000€ (funded by Emilia Romagna region)	5.000€ 20.000€ (MUNER)
FIM campaign		10.000€	
GDEC communication		2.500€	
Personnel costs (in-kind)	10.000€	10.000€	10.000€
External sponsorships	5.000€ (female students) 15.000€ (underrepresented groups, not only women)	5.000€ (female students) 15.000€ (underrepresented groups, not only women)	5.000€ (female students) 15.000€ (underrepresented groups, not only women)

*Please share any recommendations linked to your action (e.g. whether actions or elements can be transferred to other transport activities/other countries) and any follow-up measure you intend to take:*

In our opinion, the most remarkable strength of our action is that the entire community of universities and companies is pursuing the same goals. More balanced classes and then more balanced workforces are worth our collective efforts. This shared commitment enables activities such as the production of dedicated videos and social media campaigns that reach a wide target audience.

*Additional Comments (optional):*