

# Best practice for equal opportunities for women and men in the transport sector

Fields marked with \* are mandatory.

Your organisation is committed to strengthening women's employment and equal opportunities for women and men in the transport sector? Please fill in this form to share your best practice example.

\* Name of your organisation

*200 character(s) maximum*

ALSA

\* Country

Spain

\* Project title

*200 character(s) maximum*

We want you to drive this bus

\* Description of the project

*5000 character(s) maximum*

This campaign is part of the "Plan Equilibra" ("Balance Plan"), an ambitious programme launched last year by ALSA aimed at ensuring a balanced presence of male and female employees at the company.

Following this line of work, this summer we have launched a campaign to attract female talent to bus drivers' positions, in an attempt to increase the low number of women willing to work as professional drivers, despite the high unemployment rates existing in our country.

With that purpose, we have featured vnyils in 70 buses with the message "We want you to drive this bus", encouraging women to look for a job opportunity and join the company as drivers.

The transport industry is a sector traditionally led by men, with women being under-represented. To change this reality, ALSA is strongly committed to play a pioneering role in changing this situation, and we are committed to promote female presence and employment in all areas of the company, breaking up the barriers preventing access to women to these jobs, and promoting equality between female and male employees in this sector.

But we still have a long way to go in our industry, so we will keep working to attract female talent to ALSA.

\* Impact / benefits

*5000 character(s) maximum*

Our objective is to raise awareness about professional drivers, as well as the prestige, significance and responsibility involved in driving a bus.

Raise awareness on the fact that there is a key working niche with high potential for the future, and also work to improve and extend our internal recruitment actions.

Our aim is to promote training and professional development, raising awareness and breaking stereotypes such as the common belief that this is a job requiring sleeping away from home for many days, long and exhausting working hours or the image of a traditionally strong, harsh man driving a bus.

Please upload your logo or a photo

The maximum file size is 1 MB

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## Useful links

[Women in Transport EU Platform for change \(https://ec.europa.eu/transport/themes/social/women-transport-eu-platform-change\)](https://ec.europa.eu/transport/themes/social/women-transport-eu-platform-change)

## Contact

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