Event Details

Title of Event
Unpacking Social and Behaviour Change in the Transportation Sector

Organization Details
Organization: Plan International
Organization Country: Zimbabwe

Summary
Participants will learn how to develop strategies to change social norm around sexual harassment in transport. This training event will provide tools, methodologies and instruments to help practitioners understand what influences gender norms, how they operate in the transport sector and what can be done to encourage positive gender norm change in order to ultimately enable girls to confidently use public transport in their city. Specifically, the training event will draw from a social norm change toolbox developed jointly between Plan International and the Overseas Development Institute (ODI). The Safer Cities for Girls global programme is a joint programme developed by Plan International, Women in Cities International, and UN HABITAT to create safe, accountable, and inclusive spaces with and for adolescent girls. The programme has developed a strong social norm change component to work with transportation staff and the general public in order to change these key stakeholders’ attitudes about gender equality and girls’ rights, and to influence their practices to promote girls’ safety and inclusion in everything that they do. This capacity building component works with a transport staff and bystanders to challenge discriminatory and harmful social norms and practices in the sector and to promote girls’ safety and inclusion in cities. The curricula have been piloted in different settings to test adaptability in various contexts and in formal and informal transport sector.

Other Organization name