

PRINCIPLE FIVE

CREATE AWARENESS AND STIMULATE BEHAVIORAL CHANGE

www.womenmobilize.org

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USE campaigns and social media to encourage a “culture of zero tolerance” against harassment and misbehavior towards women

CONDUCT educational programs at schools on gender roles and safe mobility

INCLUDE gender and mobility in university curricula in transport planning and engineering

TRAIN government officials to integrate gender issues within mobility planning

USE gender-balanced public signage and employ gender-sensitive language

PARTNER with men to raise awareness

TAKE the lead and ownership of gender-responsive actions in your surrounding!

With **WOMEN MOBILIZE WOMEN**, the Transformative Urban Mobility Initiative (TUMI), empowers women in transport.
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