



52nd ASECAP DAYS

Challenges of Future
Mobility | The Role of Road
Infrastructure



Organized by  ASECAP

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Asociación de Empresas Constructoras
y Concesionarias de Infraestructuras

26 - 28 May 2025 | Madrid
www.asecapdays.com



Harnessing human expertise & Fostering interdisciplinary collaboration

Claudia Eder
ASFINAG Maut Service GmbH

EMPLOYER'S PROMISE – OUTSIDE IN



AVATARS – FEMALE / MALE / DIVERSE



QUO VADIS GEN Z



PHYSICAL AND MENTAL WELL-BEING

High rates of mental-health

LESS FINANCIALLY SECURE

In aftermath of COVID: inability to find the right job

Pay they receive does not allow for a good quality of life

Consequences: not able to cover living expenses for more than two months if faced with job loss

DIGITAL INVESTMENTS

“Digital Natives” – used to online networking and rapid exchange of information

ECONOMIC RECOVERY EFFORTS

Build resilient economies for the future

Important: working for companies that align with their values

FLEXIBILITY

Flexible digital workspace to easily and securely access the applications and resources

SUSTAINABLE MANAGEMENT BASED ON BETTER CUSTOMER UNDERSTANDING



Travelling in a Woman's Shoes

UNDERSTANDING WOMEN'S TRAVEL NEEDS IN IRELAND TO INFORM THE FUTURE OF SUSTAINABLE TRANSPORT POLICY AND DESIGN

JULY 2020



EXECUTIVE SUMMARY

Travelling in a Woman's Shoes

How do we design sustainable transport that everyone will use and love?

Supporting women and their travel needs will help Ireland transition to a carbon-neutral transport system.

Historically, transport has not been designed with the needs of women in mind. This study seeks to fill important gaps in our understanding, in order to encourage wide adoption of sustainable transport.

The study explores the drivers of car dependency for women including transport infrastructure, significant caregiving responsibilities, safety concerns and equality of access to quality services. Throughout the report policy opportunities are identified to provide a way forward. This study shows us that designing transport that people will use and love requires new ideas and a new level of gender-sensitivity in policy and practice.

KEY STATS

Women rely heavily on the car

Outside of Dublin,

81%

women own or have access to a car

95%

women consider the car to be a necessity

In Dublin,

66%

women own or have access to a car

79%

women consider the car to be a necessity

Women shoulder more caring responsibilities

84%

of women in families take on the primary or lion's share of childcare duties

30%

of women provide primary care to another adult

Mobility of care drives women's travel patterns

Women's primary reason for travelling is to drop off and collect children or family members, while men's primary reason is travelling for work

Women are impacted by safety issues

Safety is an issue for all people

1 in 3

public transport users have seen or experienced some form of harassment or violence while using public transport

7%

women in Dublin report having experienced sexual harassment on public transport

55%

of women stated that they would not use public transport at night

34%

of women stated that feelings of insecurity have prevented them from travelling

Source: TII Travelling in a Woman's Shoes Survey, 2020



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GENDER-SPECIFIC DATA GAP: THE SPECIAL NEEDS OF WOMEN ARE A BLIND SPOT

Body shape & size



Hand size



Body & Health



Are there special needs of women on highways and motorways?



GENDER DIFFERENCES IN FUNDAMENTAL NEEDS

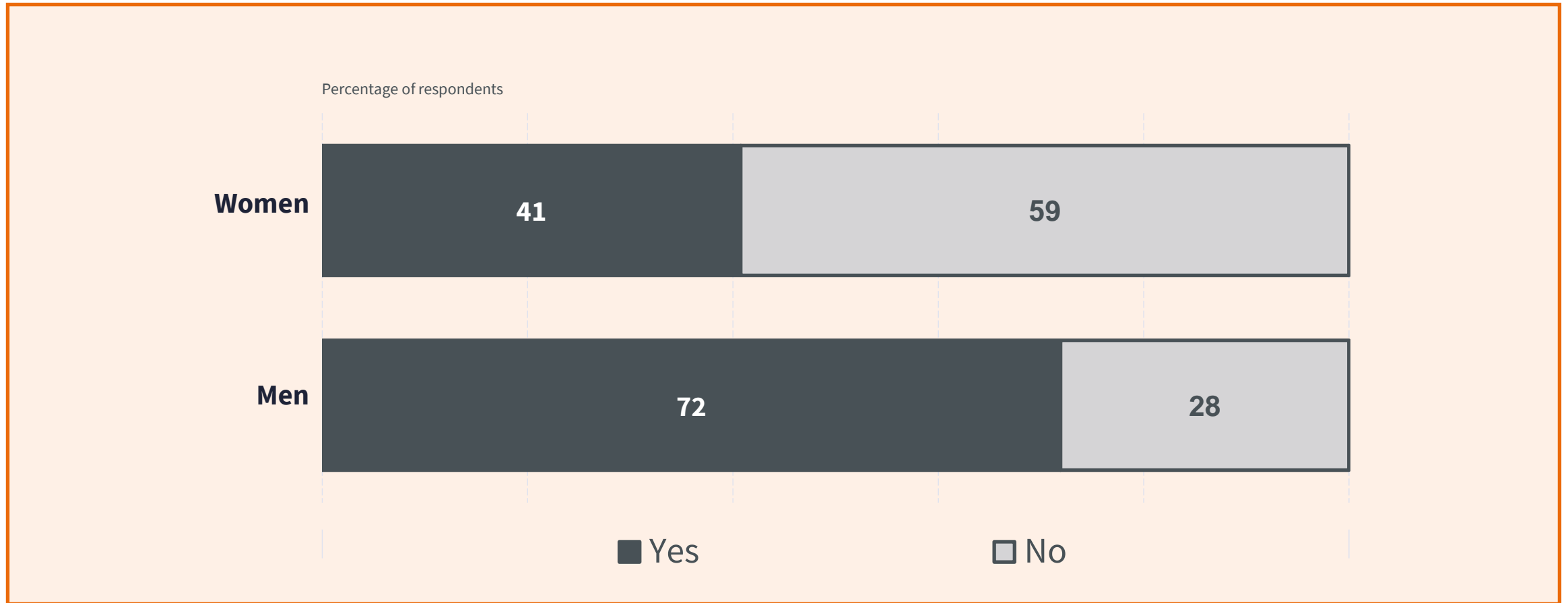
1. Rest areas and safety



2. Well-being & time management



WOULD YOU FEEL SAFE ENOUGH TO STOP AT A REST AREA IN AUSTRIA IN THE EVENING AFTER 10 P.M.?



THE EMERGENCY BUTTON...



Very popular, but:

- Women don't know it
- It's usually by the men's room
- The design makes the benefits unclear (sometimes only associated with car breakdowns)
 - Several are desired

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SOS NOTRUF

IM ZWEIFEL IST ES EIN NOTFALL.
SPRECHEN SIE MIT UNS, WENN SIE HILFE BRAUCHEN.
WHEN IN DOUBT, IT'S AN EMERGENCY. TALK TO US IF YOU NEED HELP.



**Mitarbeitende
melden sich.**
Employees are responding.



**Umgebung wird
hell beleuchtet.**
Surroundings are brightly lit.



**Videokameras haben
Sie sofort im Bild.**
CCTV captures you instantly.



**Mitarbeitende sehen
Sie auf dem Bildschirm.**
Employees see you on the screen.

SOS

**Quickly implemented
solution!**

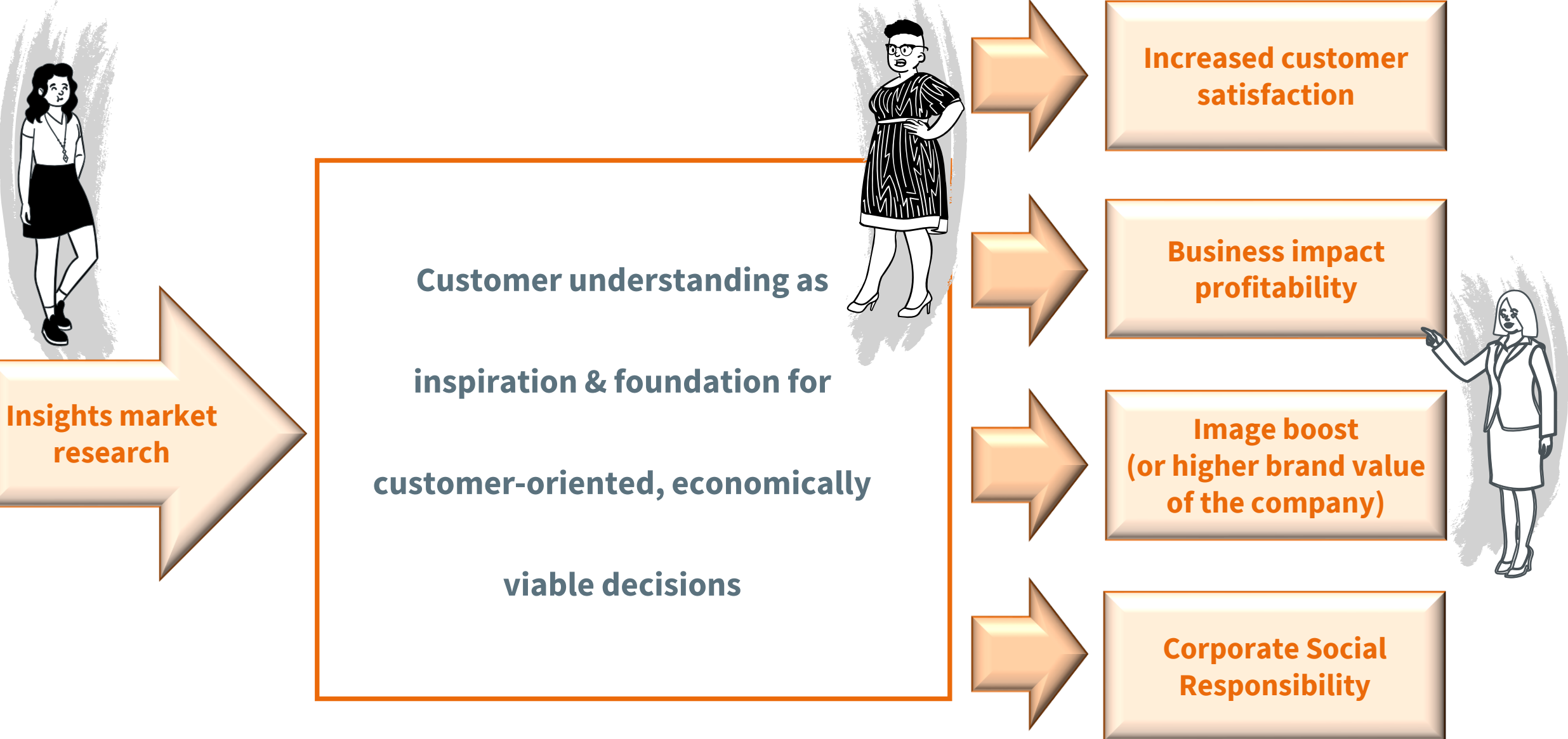
**When in doubt, it's an
emergency.**

Talk to us if you need help.

- 📍 Employees are responding
- 📍 Surrounding are brightly lit
- 📍 CCTV captures you instantly
- 📍 Employees see you on the screen

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SUSTAINABLE DEVELOPMENT





WHAT CAN WOMEN DO FOR ASFINAG?



WHAT'S NEXT? CAN WE DO MORE?

WOMEN-SPECIFIC



- 📍 We are working on measures and KPIs.
- 📍 We always consider the issues through the eyes of women.
- 📍 We **need to include other target groups.**

CUSTOMER-CENTRIC DIVERSITY - FUTURE CUSTOMER



📍 GenZ



📍 Migration background



📍 City & Country



📍 Healthy old people



📍 People in need of assistance



📍 Family

A NEW MISSION – INSIDE OUT

DIVERSITY BUSINESS IMPACT



WHAT DOES THE DIVERSITY BUSINESS IMPACT PROGRAM STAND FOR?

ACCOMPANYING TO OTHER TARGET GROUPS

DBIP

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In line with the employer promise

- Increase Diversity Efforts
- Strengthening a Culture of Acceptance
- Foster Innovation & Collaboration through Deeper Knowledge
- Be a Future Rolemodel
- Contribute to our CSRD Goals
- Close the Gap of our EVP (Outside = Inside)



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GUTE FAHRT, ÖSTERREICH!

ASECAP DAYS



MADRID 2025

Thank You

