Meet the women bus drivers in Ghana!

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Diversity: improving the public transport workforce

The Art of Public Transport
SUCCESSFUL WOMEN’S BUS DRIVER PROJECT IN GHANA

- Pioneering Training Programme for women bus drivers
- Partners: Scania West Africa Ltd, GAPTE, GIZ and GTTC
PLANNING, EXECUTION AND RESULTS

• Few women with driver’s licenses – 5 of 73 selected, 400 applications
• Fantastic commitment – 58 completed the training successfully
• DVLA authority request to train their inspectors
• Award winning and international recognition
• Start-up of new Ladybird Logistics company Ltd.
CONCLUSIONS AND WAY FORWARD

• Project goal achieved - 97% of trained licenced women bus drivers
• Project has contributed to breaking down some cultural biases:
  • Women as heavy duty drivers
  • Ladybird Ltd - Women entrepreneurs in the transport sector (CEO and 100% women workforce)
• Workforce diversity and growing public transport are key tools for sustainable mobility!
THANK YOU