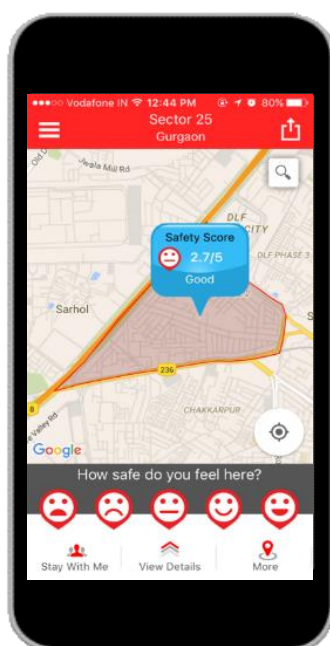


Different people, different cities  
Different perspectives on safety.....

#PickaPic

Newsletter | July 2017 | Volume 11



**SAFETIPIN**  
Supporting Safer Cities

Safetipin is a technology platform that seeks to use large scale data to make cities more inclusive, safe and free from violence for women and others. We use apps to collect information and engage with individuals, and create solutions. We provide useful information about safety in cities for women and men to use to make informed decisions. This is done through our apps and by syndicating a safety score to portals. Further, we share this data with urban stakeholders such as urban planners and the police.

## HIGHLIGHTS

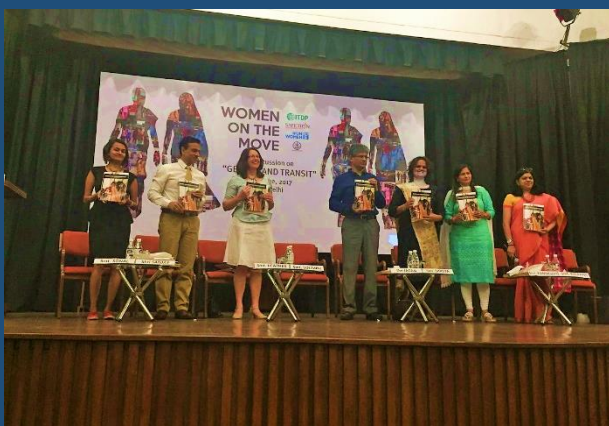
- ***Safetipin named as Global Urban Innovator by New Cities Foundation***
- ***Draft Policy Brief on 'Women and Urban Transport' released***
- ***Safetipin launched in Belmopan, Belize***
- ***Using Data to Build Safer Cities project completed***
- ***Safety Analysis Reports of Jakarta and Guwahati released***

## Women and Urban Transport: Release of Draft Policy Document and Roundtable Discussion

The Institute for Transportation and Development Policy (ITDP), Safetipin and UN Women India organized a roundtable discussion on **Women and Urban Transport**. This 1.5 day long event was aimed at recognizing the role of transport systems in impacting gender roles by facilitating access to economic and social opportunities.

A policy brief on Women and Urban Transport, that identified the key policy issues and recommendations to enable equitable access to our public spaces, was released. Heather Allen (Fia Foundation), Sanjay Beniwal (Special Commissioner, Delhi Police), Shreya Gadepalli (ITDP), Jagan Shah (NIUA), Kamlijeet Sehrawat (Mayor, SDMC) and Sonal Shah (ITDP) were part of the opening panel discussion that was moderated by Kalpana Viswanath.

The roundtable session saw multi-stakeholders participation and discussion on knowledge gaps in planning, designing, implementing gender equitable infrastructure systems and monitoring their impact.



## Global Urban Innovators

Safetipin was chosen as one of the eight Global Urban Innovators of 2017 by New Cities Foundation, a Montreal based non-profit organization. Global Urban Innovators is their community of trailblazing international urban tech companies. These startups and social enterprises creatively apply technology to tackle pressing urban challenges using radically new approaches to improving cities around the world. We presented our solution at a glitzy event in Songdo, Korea in June 2017. You can see more about this event and the innovators [here](#). Watch the full presentation [here](#).



## Safer City Initiative in Belmopan, Belize

The Ministry of National Security, in collaboration with the Belmopan City Council, launched the "Safer City Pilot Project" in the country of Belize. The use of the Safetipin App is being promoted as a part of this initiative. The aim is to encourage the proper management of public spaces and city streets to ensure safer neighborhoods for women, men and children. The campaign video can be seen [here](#).





## Using Data to Build Safer Cities

'Using Data to build Safer Cities' project supported under Cities Alliance Catalytic Fund focused on providing reliable data to city governments for improving safety in public spaces. Three cities namely Delhi (India), Bogota (Colombia) and Nairobi (Kenya) were taken up for this project. The role of local government is crucial in addressing the safety concerns through proper urban management and governance. Thus, the project has been carried out in collaboration with Delhi Government, Nairobi City County and District Secretary of Women, Bogota. The report compares the safety data for all the three cities and provide recommendations for creating safer and inclusive public spaces.

## Report on Data Collection in Delhi

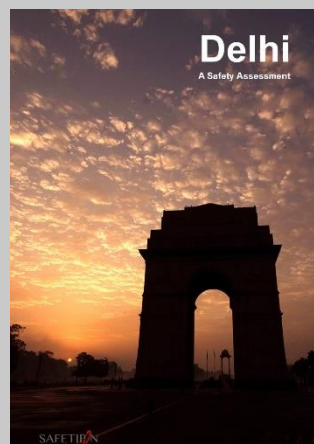
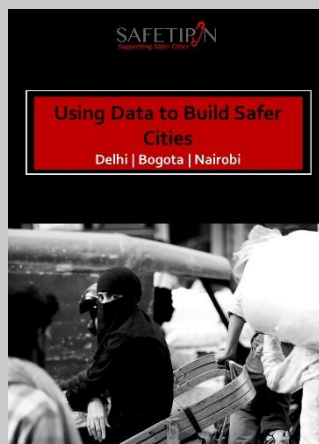
A total of 44,396 safety audits covering 3,910 km have been generated in Delhi. Of these 5,296 audits were conducted by app users and 39,100 were generated using the Safetipin Nite app. This city wide data has been used by PWD, Delhi and all the four Municipal Corporations for the lighting improvement projects. This has lead to new streetlights being installed. Additionally to maintain uniform illumination, Horticulture Departments have been asked to undertake the regular pruning of trees. To assess these changes, a second round of audits were conducted using Safetipin Nite in East and South Delhi during the month of May 2017. It was found that there has been considerable change in the level of lighting .

## Safety Audits Report of Bogota Cycle Track

In Bogota, a total of 1927 km were mapped through safety audits. This resulted in 19,351 audits across the city. Further, bicycle paths across 292 km were also mapped for safety using Safetipin Nite. Phones were mounted on the bicycles and then used to collect photographs to audit the condition of the infrastructure along these tracks. The information gathered in the first phase of Safetipin data has been used by District Secretary of Women, Bogota for the prioritization of local and municipal investments in infrastructure.

## Safety Analysis Report of Nairobi

In Nairobi, a total of 11,807 safety audits have been generated. Nairobi City County used this data for their ongoing and proposed projects. They identified a neighbourhood, Eastleigh for Area Development Project. Here, the City County worked with Kenyan Urban Authority along with local business community to revitalize the neighbourhood. Interventions were in form of improving streetlights and walkpath. To assess the improvements, a second round of audits were conducted in March 2017 in Eastleigh.



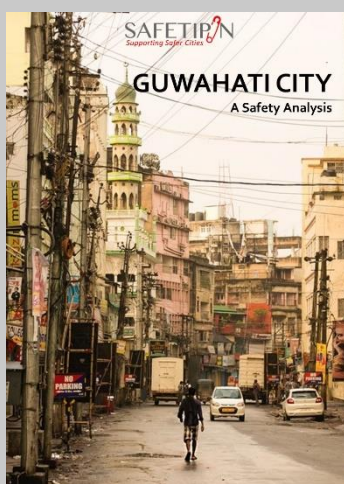
## Report on Safety Audits in Jakarta

In collaboration with UN Women and Pulih organization, safety audits were conducted in Jakarta, Indonesia. A total of 2095 safety audits have been generated. Of this 442 audits were conducted by volunteers using the My Safetipin app. The report is available on the website [here](#).



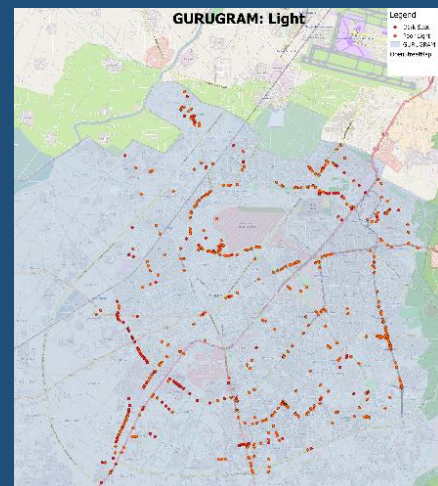
## Safety Analysis Report of Guwahati

Safety Audits were conducted in Guwahati using Safetipin Nite app in May 2017. This was done in partnership with Uber India. A total of 4422 audits have been generated over 330 km of road length. The Safety Analysis report on these audits can be read [here](#).



## Lighting Data shared with MCG

Safetipin team met V. Umashankar, Commissioner of Municipal Corporation of Gurgaon (MCG) in April, 2017. Safety Audits data and maps were shared with him. The corporation has taken up lighting on priority basis. Lighting data for the areas with the maximum pedestrian count was shared.



## Safety Audits data shared with DDA

DDA approached Safetipin for Safety Audits data for Nehru Place and Bhikaji Cama Place. Safety Score and Lighting data with maps were shared with them. DDA has taken up the improvement work of District Centres of Nehru Place and Bhikaji Cama Place. Currently, the work is at advanced stages.





## Safetipin Nite Data Collection

Safetipin data collection has been initiated in Bangalore, Hazaribagh and Mumbai. Along with the nine parameters, sub-parameters are also being coded for Lighting, Walkpath, Visibility, Security and Public Transport to assist the governments in infrastructure upgradation. Data has been analysed in Guwahati, Jakarta, and Bhopal.

## Safety Audits begins in Hazaribagh

In collaboration with Jagori, Safetipin has started data collection using Safetipin Nite in Hazaribagh. Phones were mounted on Police patrolling vans to capture night-time photographs of the city.

### सेफ्टी पिन करेगा महिलाओं की सेफ्टी

शिवराज गुप्ता • हजारीबाग



सू. तो सेफ्टी पिन से महिलाओं का मान प्रचुर है, लेकिन अब तकनीक के जमाने में महिला, कपड़ों और बालों को संभालने के उद्योग से बहुत बड़ा महिलाओं के संपूर्ण सफाई की जिम्मेदारी संभालना पड़ता है। यह 'सेफ्टी पिन' एक नैसर्गिक रूप से जिसका इस्तेमाल किसी भी संकट को रोकने में मदद करता है और महिलाएं कर सकती हैं। फिलहाल इसके फीचर्स देश पुलिस-प्रशासन ने भी इस एप को अजमाना शुरू कर दिया है। दिल्ली की जगदीश जी की संस्था ने फिलहाल देश के 30 शहरों में इस एप का संयोजन शुरू किया है। भारत में गैर-प्राप्त और जवाबदाar को पकड़ने के रूप में शुरू किया है। देश में महिलाओं के संरक्षण के लिए प्रशासन ने संस्था को

लेन काम शुरू कर चुके हैं। इस एप को मुक्त पत्र से डाउनलोड किया जा सकता है। यह जगदीश जी से जुड़ा है और महिलाएं इसी भी-मुक्त 'फोन्ट' में काम करेंगे। को दबा कर विपरीत तीन सेकंड में अपने लोकेशन को जानकारी परिवहन और परिवर्तित कर सकते हैं। (हजारों) में प्रशासन ने अब इससे पुलिस को भी जोड़ने का काम बकाया है।

● सुरक्षा एप में इस एप से दे संकेत लोकेशन की जानकारी

● सुरक्षा जरूरी व सख्तानियों की देना जानकारी

● इससे एप में डाउनलोडिंग व सॉफ्ट में चल रहा काम

● दिल्ली की जगदीश जी संस्था इस पर काम कर रही है। (प्रशासन को इससे सहयोग कर रहा है।) एप में भी है। (वैसे रातों में महिलाओं के लिए अचूक है।) अन्य संस्थाओं की भी जरूरत को जगदीश जी की संस्था को विडित किया जा रहा है। (सभी) अपने काम सम्य में एप को बचने से भी जोड़ने की योजना है।

—जो. राजीव अग्रवाल, एप को जगदीश जी

रातों की मिलेगी पूरी जानकारी

इस एप के जरिये शहर के रातों रात सुरक्षा रातों की खोज की जा सकती है। (फिर रातों में रातों है, रातों के आकाशी चित्रों है, सुनखन जगह, समान, दुकान आदि की पूरी जानकारी मिलेगी।) यहां तक कि मार्ग पर किसी भी रात चल रही है, इसकी जानकारी भी एप में ही मिलेगी। एप को सॉफ्टवेयर ने एप लॉकर भी रात में सभी रातों की जानकारी ली जा सकेगी, जो महिला सफाई की एप से काफी मददगार है। (प्रशासन में सफाई के द्वारा पुलिस प्रशासन के सहयोग से शहर के सभी रातों का संरक्षण किया जा रहा है। इसके लिए नौ सौ तक की गई है।) अकाल संस्थित होने के बाद इस एप में जोड़ कर दिया जाएगा। इसमें 0 से तीन अंक निर्धारित किए गए हैं। अगर एप रातों को शुरू कर दिया गया तो अनुचित माना जाएगा।

## Safety Audits in Port Moresby

In collaboration with UN Women, Safetipin has initiated data collection in Port Moresby, New Papua Guinea. Safety Audits were conducted by the volunteers using My Safetipin app.



## Partnership with Y – World



Safetipin collaborated with Y-World an affiliate of Kreative Monsters Pvt. Ltd., that provides a network of shared living spaces across Indian cities. It lists fully furnished hostels, enhanced with luxury amenities hostels to women. The customers will be urged to use *My Safetipin* app to ensure personal safety with features like Track me and Safest Route. The users can also get the safety score of the areas where they wish to take up accommodation.

## Royal Norwegian Embassy visits Badarpur

Royal Norwegian Embassy (RNE) along with UN Women visited Badarpur to understand Safetipin and Jagori's engagement with the community women to strengthen their perspective on gender and public spaces. Safety Audits and Safety Chaupal was demonstrated, that enabled the community women to hold dialogues with the stakeholders and advocate for safer neighbourhoods. Read about the visit [here](#).



## WRI 'Connect Karo' Annual Conference

Safetipin participated in WRI India's annual conference Connect Karo as a panelist in the Round Table on "*Spatial Data Analytics and Mapping to Manage Cities*", on 7<sup>th</sup> April, 2017. The focus of the Round Table was on 'Innovative Digital Tools and Solutions for Urban Issues'. Connect Karo is a gathering of urban planner, city governments, transport planners, NGO's and other professionals working on urban and transport issues. The theme for the 2017 event was "Towards a More Equal City".



## 'Asian Approaches to Development Cooperation' Annual Dialogue Series

Safetipin participated in The Asia Foundation's annual dialogue series in partnership with Korea Development Institute. This is a forum for aid practitioners, analysts, and government officials from Asian providers to share their views on the evolving objectives and modalities of development cooperation. This year's KDI-TAF AADC dialogues focused on how Asian led south-south cooperation and development cooperation are addressing common challenges related to the New Urban Agenda. More information on the event can be read [here](#).



## Festival of Places

Safetipin was invited to share our work on safety in the city at the Festival of Places at IGNCA in April 2017. The Festival of Places was an initiative to **Mobilize People for Places tapping into their Memories**. The Festival is a three day event conceptualized by the NGO, CATTs (Centre for Advancement of Traditional Building Technology and Skills) that works in the area of preservation, protection and promotion of built heritage, monuments, places as well as traditional knowledge and skills.



## Smart Cities and Informed Urbanization

Safetipin was represented by Ashish Basu at a panel discussion on "Smart Infrastructure Systems for Indian Cities" at the "Smart Cities and Informed Urbanization" knowledge sharing conference organized by NITI Aayog, Australian Government and University of New South Wales (UNSW). The panel had speakers from the Indian Railways, Smart Cities, in addition to UNSW. There were many queries about the use of big data in cities. The Safetipin model was appreciated by the panel and participants.

## UN Women Executive Board Visit, Bhopal

The Executive Board (EB) of UN Women visited India to understand UN Women's work in India. Sonali Vyas represented Safetipin at this interactive meeting held with EB, community members and implementing partners of Safer Cities Programme. The meeting showcased the successful initiatives and approaches on Safe Cities and Safe Public Spaces.



## International Roundtable on Gender Transport and Landuse

Safetipin participated in a Round Table on Gender issues at the intersection of land use and transport organised by WiTL – Women in Transport Leadership. This event was held during the 2017 World Symposium on Transport and Land Use Research (WSTLUR) held in Brisbane, Queensland, Australia, July 3rd- July 6th, 2017. The conference brought together academics and practitioners working at the intersection of transportation planning, engineering, economics and policy. The conference was aimed at developing a better understanding of the dynamic interaction between land use and transport, with strong interest in how the built environment can contribute to more sustainable transport in a rapidly changing world. The conference brought together researchers and topics from all parts of the world. The Round Table was well attended with speakers from Australia, USA, Hong Kong and Philippines.



## Smart Cities Seminar

The Smart Cities Research Cluster of UNSW Sydney invited Kalpana Viswanath of Safetipin to speak on “Vulnerable Demographics, Public Space and Wayfinding Technology”. The seminar was attended by faculty members from several departments and the university is interested to partner with Safetipin to help make their campus safer for women and all the students.

## Safe Cities Programme - Metro Manila Mayors Conference

Safetipin was presented over video conference at the Safe Cities Metro Manila Mayors Conference: “Leading in Urban Safety and Protection of Women and Girls from Sexual Harassment and Violence in Public Spaces”. The event held in Quezon City was co-convened by the Quezon City Local Government and UN Women. Fifteen out of the sixteen local government units (LGU) invited were represented at the conference. This conference is a first step to promote replication and scale up of Safe Cities strategies and good practices to improve women’s safety in urban public places, through the leadership of the cities’ respective Mayor’s offices.



## Safetipin session at Tagore School

A session on safety in public spaces and safety audits was conducted for the students of Tagore International School. This is part of their co-curricular program, wherein students would conduct safety audits around their area and submit the findings with the local police.



## Safetipin is Top rated Women Safety App

Safetipin has been consistently featured as one of the best Women's Safety Apps. It has been listed as Must-have Android Apps by various publications and news portals.

<http://www.theweek.in/features/lifestyle/Best-rated-safety-apps-for-women-in-India.html>

<http://indiafashionblogger.com/7-essential-items-while-travelling/>

<http://digiikon.com/smartphones/apps/must-have-android-apps-for-women-girls/>

## Anti- Street Harassment Week

April 2nd – 8<sup>th</sup>, 2017 was Anti- Street Harassment Week. Safetipin in collaboration with Jagori conducted Open Street Audit Mapping (OSAM) sessions at Madanpur Khadar and Bawana to raise awareness and get feedback on safety.



## Safetipin in News

[How a woman can feel safe and own her city](#)

[Unsafe roads, poor public transport, toxic air make Delhi a 'not so ...](#)

[MCD Elections: What does Delhi have for women?](#)

[Here are eight startups developing technological solutions to global ...](#)

[Gurgaon to set up NE police unit](#)

[Gurgaon: Cops from northeast to tackle rising crimes against people ...](#)

[Indian Women Have Right to Live Without Fearing Sexual Assault](#)

[ममता का रिटर्न गिफ्ट](#)

[Las mujeres de Bogotá le temen a la noche](#)

[Belmopan City Council launches 'My \*Safetipin\*' app](#)

[Need to make public transport in Delhi women-friendly: Study](#)

[Not sure which streets are safe? This app will guide you](#)

[Here's an app that collects & analyses data regarding safety in public spaces](#)

[Asian Solutions to Asia's Urban Challenges](#)

[Uber APAC Head Fired For Accessing Delhi Rape Victim's Records ...](#)

[52 Rape Cases Since January, What makes Gurugram one of the most unsafe places?](#)

[The promotion of gender equality from the least expected places](#)

<http://www.smh.com.au/lifestyle/news-and-views/gender-makes-a-world-of-difference-for-safety-on-public-transport-20170717-gxd8ee.html>



## Our Partners



**Cities Alliance**  
Cities Without Slums

the David & Lucile **Packard**  
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**FORD**  
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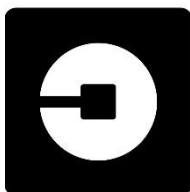
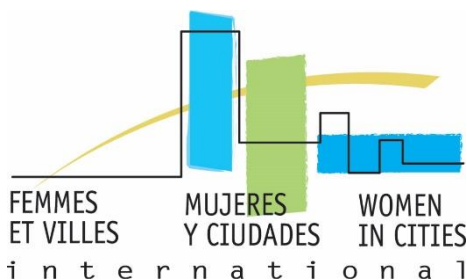
**The Asia Foundation**

**UN HABITAT**  
FOR A BETTER URBAN FUTURE



Knowledge Partnership Programme

**UN WOMEN**



**WRI INDIA**

**ADB**  
**YOUTH**  
FOR ASIA