



Annual Report 2022-2023



ANNUAL
REPORT
2022-2023





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पोषण पखवाड़ा 2023, उदयपुर



चैम्पियन री माँ,
थोड़ो और खा, थोड़ो बेहतर खा!



बच्चों गाडी



नगर निगम
शैचालय



स्वच्छता

एक कदम स्वच्छता
की ओर
Swachhata



श्रीला
कार्ड
नगर निगम
उदयपुर

नगर निगम

Message From CEO

Kalpana Viswanath



This year as we embark on our tenth year, it is a moment to reflect and recharge. Safetipin has data from over 74 cities, we have worked with over 30 city and municipal government partners and collaborated with over 50 organisations, including foundations, development banks, universities, NGOs, and bilateral agencies. This has helped us grow and understand the diverse needs of people in cities.

This past year, the development of the She RISES framework has been the most significant activity for us. As we reflected on our work, we realised that to truly

bring about gender transformation in our cities, a comprehensive set of parameters needed to be measured and monitored. Underlying women's lack of equity and access in cities are two key factors – violence and fear of it on the one hand and the burden of care work of care on the other. The She RISES framework builds on this understanding to expand the area of inquiry beyond infrastructure to include mobility, services and response to gender-based violence. This framework will guide all our work with cities and other stakeholders towards gender transformation.

This year saw the culmination of the project on Building Safer Cities in Durban, South Africa. Safetipin won the Womanity Award for replication in 2018 along with Soul City Institute, South Africa to adapt Safetipin tools and technology to the South African context. This has been a challenging program not only because of COVID 19, but also riots and floods that took place in Durban over the past two years. Nevertheless, we were able to have an MoU with the EThekweni Municipality, under which Durban falls, and which has guided all the work. In September 2022, the findings of the research were launched by the Mayor of Durban at an event and the data was integrated into the city data dashboard. This was very fulfilling for us, and we look forward to a continuing partnership and sustainability of the work.

We have expanded our portfolio to include the issues of youth and gender urban wellbeing, as we recognise that more than 50% of our population in India are under 30 and are often invisible in city planning processes. We were selected as part of the Fit for the Future cohort by Fondation Botnar to conduct research and on ground interventions with young people in Rajasthan. In the past year, we have been able to interact with over 1000 young people in Jaipur and Udaipur and carry their needs and challenges to urban stakeholders. We have learnt a great deal from listening to young people, especially young women.

The World Urban Forum 11 in Katowice, Poland was the first big urban event prevent that was held post-COVID and Safetipin was part of over 10 events during the four days. It was a great opportunity to showcase our work in different cities including Durban, Johor Bahru, and Bogota with our partners including Womanity Foundation, Fondation Botnar, CAF, Think City, Fixed Africa among others.

Along with research and programming, we also believe in the power of communication to transform minds and hearts as well as systems. We have initiated and participated in many online and on-ground events to share the message of gender-friendly cities and streets with a larger audience.

Safetipin has worked on improving our governance processes. This year we expanded our Board to include two extremely qualified people – Mr. Ravinder Singh, who is an USAID consultant and Board Member of NIIT, and Ms. Suneeta Dhar, a gender and development expert who has worked with UN and is part of the founding team of the South Asia Women's Fund. We are really privileged to have them on our side. To inform our programs with a more diverse set of voices, we also created an Advisory Group of very eminent persons. You can see more about them in the report. Our team is now a 20-member strong group of (mostly) young women and men which is wonderful for an organisation that wants to bring about social change. Their fresh perspectives and zest for life makes the work more meaningful and makes every day more fun!

Introduction

Safetipin is a social enterprise that is dedicated to making cities and public spaces safer and inclusive by putting the power of technology and data in the hands of women, especially those from excluded and vulnerable communities. We believe that safe public spaces and mobility enable women to exercise their right to the city by expanding their access to opportunities for employment and education, and improving their sense of wellbeing. Our mission is to build a world where everyone can move around without fear, especially women with a specific focus on the most vulnerable. Over the 10 years, Safetipin has worked across 50 Indian cities and 29 cities globally with several renowned partners such as UN Women, UNICEF, UN-Habitat, World Bank, Asian Development Bank, CAF Latin America as well as Womanity, Fondation Botnar and The Asia Foundation.

With over 400,000 safety audits conducted, 80 partnerships and a community of over 100,000 users, our geo-tagged data has been used as evidence to inform decision-making and prioritize intervention areas for improvements in the physical and social infrastructure in cities. Safetipin is also a founding member of the Global Coalition on Safe Cities and Public Spaces for Women and Girls.

Our approach and tools

Our vision is to provide credible data and build vibrant ecosystems for safe, inclusive and accessible cities. To achieve this, we work with a wide range of city stakeholders including governments, community groups, civil society organisations, urban planning institutions, media and policy think tanks. We build their capacities to generate credible data and indicators and form active local eco-systems. With 'bottom-up' data and evidence, Safetipin's city-level eco-systems work with city governments to create gender-friendly infrastructure, services, programs and social environment.

We believe that urban systems (policies, services, practices, programs) can be made gender-friendly if they are responsive to data and indicators that map and reflect the lived realities of diverse women.

For this, we use a three-pronged approach:

- **Deployment of gender-friendly technology tools** for the collection, analysis and dissemination of city-specific data and indicators of women's inclusion and access as well as empowering them to use technology and apps to amplify their voices and access public spaces safely.
- **Participatory data collection in cities** – focusing on the diverse manifestations of exclusion,



Safetipin Methodology

violence and discrimination faced by women, especially from vulnerable groups.

- **Mainstreaming of the gender indicators and data** into urban design, planning and programs at municipal, city and national levels to address women's poor access to economic opportunities.

We seek to transform women's experience of cities from that of fear, violence, and exclusion that of agency and empowerment by building their capacity as producers of data and knowledge. We also seek to increase the gender-responsiveness of urban stakeholders (government and civil society) so that women's lived realities inform urban policies and practice.

Key highlights - national and international

In India, Safetipin has forged over 30 partnerships and has worked in several cities to provide data and technical support to make them safer.

- We have worked with the India Urban Data Exchange (IUDX) in Pune and Surat to integrate our data into their platform to make it available to others.
- In Durban, South Africa, Safetipin has an MOU with the eThekwinini municipality to mainstream women's safety into the city's safety strategy, as well as collaborations with women's networks.
- The Department of Women and Child Development, Delhi government collaborated with Safetipin to launch a new feature "Find Support"- a directory of services to assist



Practice Areas

girls and women in distress on the My Safetipin app.

- We have provided technical support to UN agencies and the World Bank in Port Moresby, Manila, Hanoi, Buenos Aires, Sao Paulo, Colombo Dhaka and others.
- We have partnered with NGOs such as Jagori, Swayam, Akshara, Sakhi, The YP Foundation and Northeast Network to mobilise and capture the experiences of women and girls in low-income communities across the country.
- Safetipin has had a long-standing partnership with the Women's Department in Bogota city, which has innovated and customized our tools and integrated the safety audit data with their GIS database.



She RISES

She RISES: Responsive, Inclusive, Safe and Equitable Spaces

Developing the She RISES Framework

Over the past decade, Safetipin has been working to address a range of dimensions of city life from the perspective of women. Our focus has been on designing and planning safer and more inclusive spaces using a data-driven approach. This has generated robust datasets which enabled us to create interventions in many cities, nationally and internationally.

Through our work, four key principles emerged for building equitable urban spaces. This underlies the entire framework, which we have termed She RISES.

RESPONSIVE

Cities ensure that infrastructure and services are designed, planned, and managed based on the needs of their residents

INCLUSIVE

Cities embrace people of all identities while recognising that certain identities have been privileged in city planning and design

SAFE

Spaces are those where women and others can move around and engage without fear. When spaces are not safe, people restrict their activities and mobility

EQUITABLE

Spaces and cities should foreground equity over just equality as it recognizes that people are diverse and live in different circumstances.

Disseminating the Framework

- **Urban October #sheRISES campaign-** In October 2022, Safetipin launched the #sheRISES campaign. The campaign looked at what would lead to building a women-friendly city using the different elements of R-I-S-E. The She RISES poster and framework were also introduced. We

She RISES- A Framework for Caring Cities



also reflected on the New Urban Agenda which calls for a “radical paradigm shift” to transform gendered pathways for equitable cities rather than on interventions that identify women as a “residual welfarist category”.

- **She RISES webinar-** To share and discuss the framework, we held a webinar on 22nd December 2022. The speakers included Namita Bhandare, journalist; Darshini Mahadevia, Associate Dean Ahmedabad University; Jagan Shah, Resident Senior Fellow, Artha Global; and Kalpana Viswanath, Co-founder and CEO of Safetipin. The interactive space highlighted the current challenges in urban planning and the ways in which we could truly transform our cities for women and girls. “Women’s mobility is really low today; they are forced walkers and are not even bicyclists in the cities, and we need to bring attention to all the barriers that prevent women’s free movement in the city,” shared Darshini Mahadevia.

Using Data to Create Safer Public Spaces in Durban

In the past year, we successfully concluded our three-year project, supported by the Womanity Foundation, that focused on utilizing data to formulate urban safety strategies in South Africa. This significant milestone was achieved in collaboration with the Soul City Institute, eThekweni municipality, and Fixed Africa.

Women in South Africa, like everywhere else, encounter a multitude of challenges related to their mobility, ranging from inadequate infrastructure and services to threats of violence. Research shows that compared to men, transportation modes for women also differ, as they often rely on taxis and walking to commute, particularly within low-income urban settlements. This difference places a considerable transportation burden on women in terms of both expenses and time.

Safety audits and data

Data was collected using three applications—My Safetipin, Safetipin Nite and Safetipin Site — for comprehensive city-wide mapping. Over 8,650 safety audits were generated which provided an understanding of the safety perceptions across the jurisdiction of the eThekweni Municipality.

This study served an important role in providing a visual map of women's lived experiences while navigating urban spaces as well as experiences of insecurity, violence, and fear. Infrastructure gaps and inadequate services further enhance these feelings as well as for pushing policy changes.

Facts at a Glance

South Africa has one of the highest incidences of violence against women in the world.

Durban is home to approximately 3.5 million people, making it the third biggest city in South Africa after Johannesburg and Cape Town.

Gender breakdown- 51% female and 49% male.

City management in Durban is done through dual governance system.



Safetipin Data integrated in eThekweni State of Safety Dashboard

Public outreach

To foster deeper community engagement and extend the dissemination of information, we employed innovative creative communication strategies.

As part of our outreach plan, a social media campaign was also launched in which we transformed women's experiences, as documented during data collection and community engagement processes, into compelling visual narratives. By leveraging popular mass media and social media we aimed at creating an enabling environment for individual and collective approaches to realizing constitutionally guaranteed rights.



Social Media Campaign to encourage citizens to conduct safety audits in Durban



Launch of the report by Mayor of Durban, Mr. Mxolisi Kaunda

Launch of Safety Audit report by Mayor of Durban

On September 1, 2022, the Mayor of Durban, Mr. Mxolisi Kaunda, launched the Safety Audit report and emphasised the importance of the project. Co-hosted with eThekweni Municipality and South African Cities Network (SACN), the event was attended by representatives of the local government, civil society organisations, police, taxi associations and community-based organisations. The collaboration with the municipality, led by Ms. Nomusa Shembe, Senior Manager, Safer Cities Unit and Dr. Sandile Mbatha, Senior Manager Research and Policy Advocacy, has also led to Safetipin



Project Team: Safetipin, Soul City Institute, Fixed Africa, eThekweni Municipality and The Womanity Foundation

data being integrated into the city dashboard.

The full report is available here-

<https://safetipin.com/report/using-data-to-create-safer-public-spaces-in-durban/>

Guidebook on Safe Women Safer Cities

In October 2022, we launched a guidebook titled "Safe Women Safer Cities." This guidebook comprises four integrated workstreams, interwoven to maximise the use of data for the safety of women as they navigate their environments. The guidebook serves as a resource that enables and relies on continuous feedback loops, engaging everyone in women's safety, and ensuring the participation of women in creating safer cities.

To read the guidebook, click here-

<https://safetipin.com/wp-content/uploads/2022/10/Safe-Women-Safer-Cities-Final-1.pdf>

Cities for You(th): Digital Tools to Enable Youth Leadership and Urban Well-being

With 66% of the total population (more than 808 million) below the age of 35, India has one of the largest youth populations in the world. It therefore, becomes crucial to assess our cities based on safety and well-being parameters for the young people living in the cities. This is especially important for young women who face many socio-cultural restrictions amplified by poor provision of infrastructure and services in urban spaces.

Cities for You(th) project seeks to address the issue of building safe and inclusive urban spaces for young people. Launched under the 'Fit4Future' program of Fondation Botnar, it is being led by Safetipin in collaboration with several partner organisations in four cities of Rajasthan. In Jaipur and Udaipur, The YP Foundation and Saarth have partnered to develop and implement a youth leadership program titled Youth Advocacy for Accountability on Rights and Action (YAARA). The students of the School of Planning and Architecture, Delhi have conducted spatial mapping research and produced conceptual design interventions in the two cities. StartUp is the monitoring and evaluation partner for the project.



Young people marking safe/unsafe locations in Jaipur

A Technical Advisory Group (TAG) has also been set up to guide the project team in the process. The TAG members for this project are Kanchan Mathur, Anita Mathur, Suneeta Dhar, Rajiv Khandelwal, Rama Vedula, Mukta Naik, Anurag Chowfla, Jeevika Shiv and Abhishek Desai. The first TAG meeting was organised on 11th May 2022 in Jaipur.

Objectives of Cities for You(th) project

Develop gender & youth responsive indicators.

Capacity building and empowerment of young people in four cities in Rajasthan (70% women)

Strengthening local civil society alliances to foster youth leadership.

Engagement and capacity building of local government stakeholders.

Youth-friendly urban interventions.

Cities for You(th): Project Highlights

Enabling youth leadership with YAARA (Youth Advocacy for Accountability on Rights and Action) program

A leadership program titled YAARA was designed as an opportunity for emerging young to explore their relationship with urban public spaces. This 8-month-long program was implemented from August 2022 – March 2023. The program built young peoples' perspective on their right to the city, trained them to use.

Safety audits in Jaipur and Udaipur

Rasta bahut sunsan hai, light nahi hai. Akele nahi nikalti, mummyya bhai ke saath nikalti hu.

- Woman, 21 years

Humare ghar se 80 ft. road akele nahi jaa sakte. Waha se kahi bhi jaa sakti hu, par waha tak nahi jaa sakti. Raste pe chal nahi sakte, kharab or sunsaan hai.

- Woman, 25 years

Youth Advocates, along with other young people in their communities, conducted safety audits on My Safetipin App. Using Safetipin Nite app, images were collected over 1,078 km and 400 km of road length in Jaipur and Udaipur respectively. Civic infrastructure, built environment and space usage by people were assessed to generate over 11,500 and 5,000 safety audits in Jaipur and Udaipur. Students of School of Planning and Architecture (SPA), New Delhi also supported the activity by collecting spatial data and mapping public spaces and



YAARA Advocates conducting user surveys in a community



YAARA advocates interact with Udaipur city police

community areas in both the cities. YAARA advocates also shared their understanding of the social and cultural aspects of their own communities with SPA students.

Stakeholder consultations with civil society and government partners

CFY team held a CSO stakeholder consultation on February 11th, 2023, in Jaipur to share the activities conducted under the CFY program and all the data collected by the young people. The Youth Advocates of the program shared their experiences of conducting safety audits, user surveys, and on-ground data collection in several parts of the city.



MAJMA event organised and supported by Jaipur Smart City

Over 15 CSOs from Jaipur joined the workshop and committed to working towards creating youth and gender-responsive city infrastructure and services. In partnership with the Share a Smile Foundation, the CFY team has been organising activities (user surveys, safety audits, sports/games, film screening, art classes, plantations etc.) to engage communities.

“The CFY Advocates from our organisation were able to break stereotypes, come out in the dark and conduct audits”.

- Share a Smile Foundation

They found engaging with youth to identify problems of cities through data and design, a novel approach. Opportunities for domain integration and strong engagement with the government were key value additions for CSOs to engage with CFY. We collaborated with Azad Foundation (an NGO focusing on skill development for livelihood generation) to conduct user perspective surveys for a pilot street intervention project with the State Department of Transportation and Road Safety.



Map showing lighting condition at the bus stops of Jaipur

“CFY enabled us to look very differently to move outside of domains and silos and engage with the systems as a whole.”

- Azad Foundation

On February 15th, 2023, the CFY team presented the program at a stakeholder consultation in Jaipur, organized by the CEO of Smart City Jaipur, Mr Rakesh Meena, and chaired by Dr G. S. Sandhu, Advisor Urban Development and Housing, Rajasthan. The meeting was attended by various departments, including Transport, IT, and Tourism, where young advocates from the YAARA program also shared their experiences of auditing the city and their safety concerns. One of the key outcomes of the meeting was the integration of safety audit data in the city GIS system. As part of our partnership with the State Department of Transportation and Road Safety, Rajasthan (State Road Safety Cell), a 3.5km long street (frequented by young people) will be assessed to generate a concept design scheme to make the street accessible and safe for all.

To know more about the project-

<https://citiesforyouth.safetipin.com/>

Safety Audits- Generating Evidence for Gender Inclusive Cities

Data has become an indispensable tool in urban planning, serving as a bedrock upon which informed decisions and sustainable development strategies can be built. Data-driven technologies have considerably streamlined decision-making processes by making it easier to visualise mobility challenges. From understanding infrastructure and transportation requirements to highlighting the lack of services in specific areas, data can help foster a dialogue between citizens, urban planners, policymakers and other stakeholders.

Safetipin utilises the safety audit tool to assess the perception of safety in a city and provide data to stakeholders for urban planning. We use three apps- My Safetipin, Safetipin Nite and Safetipin Site to collect data and provide services for data analysis, data presentation, data integration and dashboards. The apps are used in conjunction with a participatory approach for data collection across the city. Images and user-generated safety audits help us assess physical infrastructure as well as the social usage of streets and public spaces.

Last year, we collaborated with several cities in India and across the world to improve urban spaces and address the safety concerns of women.

Kolkata- Starting in April 2022, Safetipin in collaboration with The World Bank, conducted a Non-Motorised Transport (NMT) Study within the Kolkata Metropolitan Area (KMA) jurisdiction mapping key zones such as around ferry locations, major intersections, and selected vehicular corridors. The project, which looked at evaluating the safety, accessibility, and inclusion of NMT users, with a focus on the most vulnerable aimed to:

- Improve the efficiency and safety of passenger and freight movement across the Hoogly river
- Establish a spatial planning framework to enhance accessibility within the KMA.

Safetipin Nite app was used to undertake user perception surveys, NMT traffic count study and spatial mapping. These surveys provided invaluable insights into how people of different ages, genders, and abilities use NMT in the city where the needs of pedestrians, cyclists and users of other NMT modes

remain largely invisible. In August 2022, Safetipin team also participated in a stakeholder consultation organized by The World Bank with city government officials to understand their perspective and role in improving NMT usage in the city.

Chennai- Safetipin's data on Tondiarpet, Chennai was also presented in April 2022 during the inauguration of the city's first-of-its-kind Gender and Policy Lab which will work towards creating a 'safer and gender-inclusive city'. The data was based on a safety audit conducted in 2021 using the Safetipin Nite app in Tondiarpet, Chennai.

The data collection was conducted in a ward-wise manner, with over 1900 Km covered across the city. Over 1,00,000 images were collected, using which 15,000 audit points were mapped.

Key recommendations based on the analysis of this data were shared with the Gender and Policy Lab to improve the safety and accessibility in the area for women.

Technical training for 'Citizens for Safe Mobility' fellowship- Ankita Kapoor, Apoorva Nandish, and Toshi Saini from the Safetipin team also provided training on conducting safety audits using the My



Over 15,000 audit points were mapped in Tondiarpet, Chennai, Tamil Nadu

Safetipin App to fellows of the Gender and Policy Lab's 'Citizens for Safe Mobility'. The objective of the 10-day fellowship, with Safetipin as technical partner and Prajnya as the on-ground implementation partner, was to engage and educate citizens about urban issues from a gendered perspective. It also aimed to promote citizen involvement in the work of public institutions. The training equipped selected fellows to conduct an app-based audit of the safety and accessibility of public transportation infrastructures such as railway stations, bus stops, foot-over bridges, subways, and access roads.

Read the report here-

<https://safetipin.com/report/womens-safety-audit-of-tondiarpet/>

Bhuj- Safetipin is collaborating with Kutch Mahila Vikas Sangathan (KMVS), a Gujarat-based organisation working towards empowering rural women in Kutch for training in safety audits. We organized an online training workshop to introduce the My Safetipin app as a tool to assess the safety and accessibility of public spaces in Bhuj. Our team conducted the training in February 2023 and introduced the My Safetipin app to the KMVS team and trained them to conduct safety audits using the app. A team of 10 auditors have been auditing the northern wards of Bhuj using the app in both daytime and nighttime to identify key safety and accessibility concerns in public spaces. The report will soon be made public.

Johor Bahru- In partnership with Think City, an urban think tank based in Malaysia, Safetipin began a pilot project involving safety audits within the Greater Johor Bahru region. This study, which commenced in October 2020, undertook a comprehensive evaluation of both the city's physical infrastructure and its social environment using two apps—Safetipin Nite and Safetipin Site. The initiative resulted in the generation of 974 safety audits, accompanied by the collection of approximately 9000 images. Safetipin Site also facilitated the evaluation of supplementary parameters such as Vegetation, Emergency Services, Accessibility, Noise, and Cultural Balance. The data was used to establish a baseline, identify hotspots, and design targeted



Johor Bahru safety audit report

interventions. The data will also feed into the Laneways Improvement Program for which Think City has collaborated with Johor Bahru city government. The Program focusses on building community ownership for shared spaces in the city and increasing walkability by providing clean and safe passage for pedestrians within the downtown Johor Bahru area.

The report is available here-

<https://safetipin.com/report/johor-bahru/>

Safety audits in Central and South America

Buenos Aires- In partnership with the CAF Development Bank of Latin America, Safetipin undertook an in-depth analysis of women's safety, accessibility, and mobility within eight neighbourhoods in Buenos Aires with socially vulnerable communities. This initiative aimed to map these neighbourhoods, to identify crucial safety, accessibility, and connectivity issues, with a particular focus on girls and women.

Recent research in Latin American cities shows that women's mobility is deeply impacted by gender-based violence. While men are more concerned with armed robbery or pickpocketing, women fear sexual harassment and assault¹. Fear of any form of gender-

¹ Allen, H.; Cárdenas, G.; Pereyra, L.P.; Sagaris, L. "Ella se mueve segura. A study on women's personal safety in public transport in three Latin American cities," Books, CAF Development Bank of Latin America, 2018

based violence significantly impacts women's travel choices and patterns. Women prefer to travel in groups and mostly during the day or when accompanied by someone. The study employed a combination of quantitative and qualitative tools to gather comprehensive data on both physical infrastructure and the social utilization of public spaces within the selected neighbourhoods. A safety mapping was conducted with the Safetipin Nite app. A total of 1753 audits were generated using the images collected around the neighbourhoods. These include 827 audits during the day and 926 audits at night. In addition, participatory workshops were conducted, engaging women from these neighbourhoods to gain a deeper understanding of their concerns related to mobility.

The analysis of the datasets revealed significant gaps in city infrastructure that restrict girls and women from utilizing public spaces, particularly during night time. The study's findings strongly reinforce the importance of adequate lighting, reliable and secure public transportation, and the presence of law enforcement in shaping the perception of safety among women. The assessment also established a direct correlation between the availability of infrastructure and services to women's feeling of safety. For example, girls and women reported feeling safe at bus stops where the condition of lighting and walk path was rated good.

The comprehensive report is available here-
<https://safetipin.com/report/safety-and-accessibility-mapping-of-neighborhoods->

Honduras: In collaboration with UNICEF, Safetipin carried out a detailed safety audit in Honduras, aimed at identifying the primary factors that contribute to feelings of insecurity among girls and



Honduras

women while using public spaces in specific areas or communities? The initiative involved the mapping of three distinct communities in Honduras: Cofradia, Bonitillo, and Nueva Suyapa. The audit focussed on addressing women's safety concerns by collecting data through a participatory approach using the My Safetipin app. In November over 1300 safety audits were conducted with the objective of formulating actionable points and recommendations aimed at enhancing safety in public spaces. In January, the results of the safety audits and the subsequent recommendations were shared with UNICEF. Subsequently, the UNICEF team, in conjunction with local stakeholders, have been actively engaged in strategizing the subsequent steps to ameliorate the perception of safety for women and girls within the aforementioned mapped communities.

You can read the report here-

<https://safetipin.com/report/safety-audit-assessment-honduras/>

Sao Paulo: Safetipin successfully launched the report for a safety audit conducted at Aricanduva, Sao Paulo. In the year 2021, Safetipin was engaged by The World Bank as a consultant to collect data on safety and accessibility in Aricanduva, Sao Paulo. As part of the "Smart Mobility" project, the World Bank was supporting the construction of BRT on a 25km long corridor in a low-income, socially vulnerable neighbourhood. Safetipin's specialized tools, Safetipin Nite and Safetipin Site, were utilised to capture safety and accessibility data, particularly focusing on the experiences of women when using bus transport. The area around the BRT corridor was also mapped to assess the problems faced by women when accessing the bus stops from the surrounding areas. By meticulously analyzing the data, key issues that impede the safety, walkability, and accessibility of bus users in the mapped region were identified.

The significance of regular assessments of urban infrastructure and a deep understanding of users' requirements and expectations from their public transport systems is integral to creating safe and accessible cities. It not only fosters public trust in transportation systems and services but also underscores the importance of ensuring these systems cater to the diverse needs of their users.

Addressing women's travel patterns, and their safety and mobility concerns holds the potential to empower them with access to educational, professional, recreational, and wellness opportunities. For instance, the study highlighted the need for bus stops to be designed to accommodate individuals with a range of mobility needs. Moreover, an increase in the representation of women across the transportation sector- managerial, operations, and executive levels- was crucial. Presently, the proportion of women holding decision-making roles within major urban transport

companies in Sao Paulo stands at less than 22% (The World Bank, 2021).

Safetipin's comprehensive analysis provided key recommendations that can support actions aimed at enhancing the safety, accessibility, and inclusivity of public transportation systems, leading to the improved urban mobility for all.

The report is available here-

<https://safetipin.com/report/safety-and-accessibility-mapping-in-aricanduva/>

My Safetipin App gives women a platform to share their safety concerns and have their voices heard. The data collected on the apps is shared with local authorities with recommendations for actionable change on-ground.

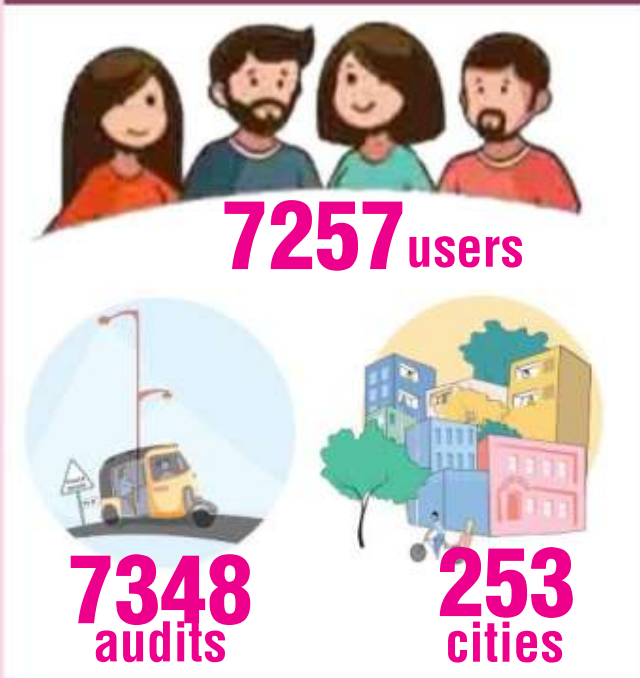
By using this crowdsourced data, users are able to stay safe by selecting a place to stay based on the safety score of the neighbourhood, driving or walking using the safest route, finding the nearest safe place and heading there, asking a friend to track them and get notifications if there is a problem, receiving notifications when in an unsafe place.

My Safetipin App: What's New

My Safetipin App launched in three new languages at the World Urban Forum (WUF)

In June, last year, the Safetipin App spread its wings far and wide, and reached out to women and gender minorities of different regions. At the World Urban Forum (WUF 11) in Katowice, Poland we launched the App in three languages in partnership with UN Habitat and European Forum for Urban Safety (EFUS); Polish, Ukrainian and Romanian. This is in addition to English, Hindi, Spanish and Khmer.

Data of MySafetipin App Usage 2022-23



Safetipin poster being shown before safety walk in Poland

Safetipin on WhatsApp

In order to keep up with the fast-paced city life, in December, we launched the Safetipin Apps WhatsApp feature. Now users can receive a safety score of their location and do a quick audit at the tap of a key. The Safetipin's WhatsApp feature is here to make its users' journey through your city safe with efficiency.

By texting 'hi' to +91 9319091234 or by scanning the QR code given below, users can do a quick audit, get the safety score of their current location and access all other features of the app.



Safetipin at International Forums

World Urban Forum 11, Katowice, Poland

Safetipin team members participated in conferences, symposiums, workshops and events to continue highlighting the issue of addressing gender inclusion and safety in public spaces. Below are glimpses of some key events we participated in this year.

One of the key highlights from the past year has been our engagement and contribution to the World Urban Forum WUF11 held in Katowice, Poland from June 26 to 30. The global platform provides an inclusive space to showcase our insights and also build the growing dialogue and research on

sustainable urbanisation, which resonates with Safetipin's mission. Using data insights from multiple projects we were able to add to the collective knowledge pool and emphasise the need for gender-inclusive urban planning for creating sustainable urban spaces, especially in developing countries.



Safetipin team at WUF 11



Night safety audit walk at Katowice, Poland

Nighttime Safety Audit Walk: On June 25th, prior to the opening of the WUF 11 in Katowice, Poland, Safetipin led a safety audit walk in partnership with UN Habitat, European Forum for Urban Security (Efus), Vibe Lab and the City of Katowice. More than 200 people participated in the walk which was led by the City Secretary of Katowice. All the participants were shown how to use the My Safetipin app and more than 100 audits were done that night. The walk culminated at the city centre where the participants were invited to see the control centre of the city administration.

Presenting Safetipin's Insights: Durban Dashboard, Johor Bahru report, Bogota (CAF - Development Bank of Latin America)

- **Durban Dashboard-** Safetipin, eThekweni Municipality, and Soul City Institute shared about their collaboration in Durban and how technology was used to collect quantitative, qualitative, and spatial data to inform interventions toward making public spaces and public transport safer. The team presented the findings from the three-year project and a dashboard that seamlessly integrated the gathered data with the spatial map of Durban city with additional spatial layers and crime statistics.
- **Launch of Public Space Audit Report of Johor Bahru-** Our team launched the Public Safety Audit report of Johor Bahru during the Networking Event on how the data is crucial to building equitable, resilient, and livable cities in collaboration with Think City Malaysia.

Use of Safetipin's data in Bogota (CAF - Development Bank of Latin America)- Since 2015, Bogota City has used the data collected by Safetipin to drive a variety of both public and institutional awareness campaigns. At WUF11, Bogota's Mayor Claudia Lopez introduced the model of care blocks that prioritizes the needs of caregivers and re-organizes the support services to make them easier to access within their locality. The office of the Secretary of Women is also using Safetipin data to identify locations in the city where interventions are needed the most.

Training event: We conducted training on our methodology and data collection tools with Lima Cómo Vamos Ocupa Tu Calle, Intendencia de Montevideo, UN-Habitat, and Her City. The interactive session aimed to develop practical skills to encourage the use and development of



Safetipin team with Fondation Botnar

methodologies based on open-source tools that facilitate the evaluation of the urban structure performance at a neighbourhood and a city-wide scale. Participants also experienced the use of open-source tools using a practical exercise. The activity not only helped to pique the interest of the participants but also built their capacity to formulate customised methodologies to solve mobility issues and promote sustainable development in their contexts.

Networking: We were glad to be able to network with our partners and other organisations working towards building safe and sustainable cities. We were also excited to meet and learn from young changemakers working with Fondation Botnar.

TUMI Transformative Urban Mobility Initiative 2022 - "Feminist Infrastructure – the Future of Inclusive Mobility"

As part of the International Transport Forum's three-day event from 18 to 20 May 2022, the Transformative Urban Mobility Initiative (TUMI) organized a day-long event on May 17 on Transforming Transport Infrastructure. Kalpana was a speaker at the opening session titled "Feminist Infrastructure – the Future of Inclusive Mobility."



Feminist in Transport- Study tour

Kalpana Viswanth participated in the Study Tour of Feminist Voices in transportation organized by TUMI and Women Mobilize Women (WMW) from February 27 to March 2, 2023 in Berlin. The study tour provided an opportunity for women/ feminist leaders around the world to exchange knowledge, experiences, and inspire each other, leading to an impactful conversation on the development of transportation. Kalpana also received recognition as one of the 30 global leaders in Feminist Voices In Transport 2023.

Safetipin at the Smart Madinah Forum 2023

The UN-Habitat and Madinah Regional Development Authority co-organized the Smart Madinah Forum in Saudi Arabia to discuss smart cities' role in promoting sustainable development. Our team member, Ankita Kapoor, presented on the panel about people-centered smart mobility. She discussed how Safetipin uses technology and data to create safe and inclusive public spaces and mobility for girls and women.



Our team member, Ankita Kapoor talked about our work on people centred smart mobility



Kalpana Viswanth at the Study Tour of Feminist Voices in transportation organized by TUMI and Women Mobilize Women (WMW)

Smart Cities, Smart Urbanization Event in Surat

From 18-20 April 2022, the Ministry of Housing and Urban Affairs (MoHUA) organized a conference 'Smart Cities, Smart Urbanization' in Surat. The conference was focused on five subthemes viz. Reimagining Public Spaces, Digital Governance, ClimateSmart Cities, Innovation, and Smart Finance, bringing together a confluence of ideas, innovations, and partnerships to inform the future trajectory of smart urban development in India. Kalpana Viswanath and Sonali Vyas from Safetipin were invited to attend the conference where the learnings from Smart Cities were being disseminated to other cities and towns of the country.

Gender and disability inclusion in Indian cities by UN and NIUA

The UN in India organized a three-day National Conclave on Gender and Disability Inclusion in Indian Cities in partnership with the National Institute of Urban Affairs (NIUA) from 28th to 30th April 2022 at India Habitat Centre, New Delhi. Rwritee Mandal from Safetipin was invited as a panelist on the first day of the conclave, on one of the thematic panels on 'Gender and Disability Inclusion in Urban Development: A Policy Intervention'. The session provided a platform for stakeholders to share their insights and experiences of participatory and inclusive design processes and help identify priority areas for policy intervention in urban planning fields.

15th Urban Mobility India Conference and Expo 2022 in Kochi

With support from GIZ, the Ministry of Housing and Urban Affairs (MoHUA), Government of India, organized the 15th Urban Mobility India (UMI) Conference and Expo at Kochi, Kerala. The panel on Gender Inclusive Mobility discussed the problems faced by women using urban transportation in India as well as ways to create transport systems that are gender-sensitive.

Safetipin at National Forums

Kalpana joined other distinguished guests at the panel - Priya Singh, Co-Founder and Director of Chalo Mobility; Shilpa Sinde, IAS, MD DTC/Special Commissioner of the Delhi Transport Department; Mr Jafar Malik, Executive Director of Kudumbasree, and Ms Dipti Mohapatra, General Manager at CRUT.

Gender and the Indian City, book launch in Mumbai

Safetipin and Akshara Centre organized an event at the Mumbai Press Club on November 10th, 2022 to launch the book-"Gender and the Indian City",



Revisoning Design and Planning
Edited by Madhavi Desai





Sustainable Mobility Network

edited by Madhavi Desai. The book presents a multi-disciplinary perspective of 19 research scholars, practitioners, and professionals.

Two Wheels Gurugram

The Sustainability Mobility Network and Museo Camera held a panel discussion on "Gurugram: Towards Safer Streets" on December 8th 2022. The speakers shared their insights on how to advance towards an infrastructure safe for cyclists and pedestrians in Gurugram. In Gurugram, Kalpana Viswanath from Safetipin along with Anumita Roychowdhury, Executive Director, Research and Advocacy, Centre for Science and Environment; Harpreet Bagga, Partner & Director, Purpose Climate

Lab; Ms Nidhi Madan, Director, SAMARTHYAM, National Centre for Accessible Environments, and Darshan Yadav, City Magistrate, Gurugram, were the speakers at the event.

Smart Cities & Achievers Summit (SCAS) by Magicka

Kalpana Viswanath from Safetipin was invited as a panelist for the panel discussion on 'Acceptance of Smart Cities by Citizens, Constructing Inclusive, Connected, and Liveable Cities.' The event took place on September 30th 2022 and it was in collaboration with the Smart City National Mission, Ministry of Housing and Urban Affairs, Government of India.

On-ground Events and Campaigns

Campaigns

As part of our public outreach initiatives to make public spaces safer for women, Safetipin participated in some key campaigns through the year. We organize and participate in various campaigns, events and conferences to create more engagement in building safer public spaces for women. Below are glimpses of some of our key campaigns and collaborative outreach efforts.

Raahgiri Events: Safetipin participated in the Raahgiri Day event, organised by the New Delhi Municipal Corporation and the Delhi Police, on February 19th, 2023 at Delhi's Connaught Place. The event, which was conducted after a three-year hiatus, saw citizens coming together to enjoy the car-free streets and participating in various outdoor activities, including Safetipin's #howdoyoumove game. The game helps participants learn more about their daily commute habits.

#StepOutAtNight: In the month-long celebration to mark International Women's Day, Safetipin and Raahgiri Foundation supported the Municipal Corporation of Delhi in a public space activation event named #StepOutAtNight. It was held near Hardayal Library in Chandni Chowk on March 25th, 2023. Various social impact organisations including Jagori, The YP Foundation,



Raahgiri event at Connaught Place, Delhi



#StepOutAtNight at Chandni Chowk

Deepalaya, and the Civic Data Lab came together to bring the voices of women and girls to the centerstage and increase their participation in public spaces. The Deputy Commissioner of City, SP Zone and Karol Bagh Zone, and several women councillors also attended the event, highlighting the need to create safe spaces for women to move freely in the city. The councillors extended their support to this initiative by calling upon citizens to work collaboratively to transform their neighborhoods.

#RightToRun: Women's right to safety in public spaces also encompasses their right to leisure and well-being. On 10 April 2022, Safetipin and Adidas Runners launched the #RighttoRun Campaign for making the streets of Delhi safer for women runners. At the campaign pilot at the Adidas store in Connaught Place, Sonali Vyas and Mallika Gupta



#RighttoRun in partnership with Adidas Runners

from Safetipin interacted with runners from Adidas and Women's Brigade Community to discuss how women feel unsafe while running alone in the city. The Safetipin team also trained the runners to conduct safety audits using the MySafetipin App to help make their city safer for women to run in.

Online Events and Campaigns

Safetipin TweetChat on 'Preventing Street Harassment through design', April 2022

On April 5th, 2022, Safetipin organized a TweetChat on 'Preventing Street Harassment through Design' with the Stop Street Harassment organisation and Reddot Safe City. Safetipin asked the participants five critical questions about preventing street harassment through sensitive, inclusive street design.



IUDX Workshop Event - Using data to build Gender-Friendly Cities

On 27th May 2022, India Urban Data Exchange (IUDX) organized a session discussing 'Using data to build Gender-Friendly Cities' in their workshop series. The event focused on how data and technology can be deployed for making our cities safer and gender-friendly, in a world where cities are often designed, planned, and managed without the input and perspective of the diverse range of people who live in them.

Kalpna Viswanath from Safetipin spoke about how (especially from vulnerable groups) are constrained by fear, violence, and inequitable social norms and the key role that data can play in providing evidence as well as a roadmap for change.

EFUS Event – How can digital tools make cities safer and enhance social cohesion?

On June 9th, 2022, the European Forum for Urban Security (EFUS) organized the 3rd Be Secure Feel Secure (BSFS) dissemination web conference on ICT tools that are at the disposal of citizens and aim to enhance social cohesion and the feeling of security. The event focused on how digital tools can make cities safer by facilitating the involvement of citizens in the co-production of urban security policy.

During this event, Kalpana Viswanath presented Safetipin, and the diverse work done with a gender lens in the spatial realm by using technology and web applications as a tool.

UN High-Level Political Forum 2022 Side Event: Supporting an Integrated Approach to Safe and Sustainable Transport for Women and Girls

The UN virtual side-event on 5th July 2022 was centered on the growing focus on the social dimension of sustainable transport development. The aim was to establish a stronger case for how transport contributes to Sustainable Development Goal 5 (Gender Equality) of the 2030 Agenda, in order to 'Leave No One Behind'.

Shreya V. Basu presented Safetipin's work for creating safe and inclusive mobility for women and girls in Bogota, Vietnam (Hanoi metro line 3), Sao Paulo (Aricanduva BRT corridor), and India (Rojka, Jamianagar, Bawana). Sheila Watson from the FIA Foundation presented the key findings from a study done in collaboration with Safetipin in India.

Asia-Pacific Regional Consultation for CSW67

Safetipin participated in the Asia-Pacific Regional Consultation for the SixtySeventh Session of the Commission on the Status of Women (CSW67) on February 8th.

The consultation focused on the priority theme of "Innovation and technological change and education in the digital age for achieving gender equality and the empowerment of all women and girls" for CSW67. Kalpana Viswanath was among the participants of the hybrid Asia Pacific Regional CSW67 CSO Forum that took place from 6th - 7th February 2023.

Women on the Move: Exchange with Network

Women on the Move runs an online, yearlong mentorship program to connect women in the transport sector in Asia. The network provides a platform for women from different backgrounds to exchange experiences and connect with each other.

Sonali Vyas from our team presented the use cases of Safetipin's data and our work with the government on building safer and more inclusive public transport

On making public spaces safer - Safetipin x Architecture Off-Centre

In a conversation with Vaissnavi Shukl from Architecture Off-Centre, Kalpana spoke about the subjective nature of 'safety' and touched upon the concept of urban well-being. The conversation also highlighted unconventional design perspectives, practices, and research projects that reflect emerging discourses within the design discipline and beyond.

"For me, the lack of safety doesn't only result in violence, the lack of safety results in restrictions on your (women's) rights as a citizen." said Kalpana Viswanath.

Understanding the Future – Safetipin x NIUA

Kalpana also joined the National Institute of Urban Affairs' 'Understanding the Future' podcast. She discussed the real meaning of women's safety, the importance of creating gender-friendly cities, and the role of local governments with Punit Gandhi. Further, she highlighted the importance of data and technology to create safe cities.

Pave the Way - Safetipin x Raahgiri Foundation

Kalpana engaged in a conversation on the gendered impact of mobility in cities with Akash Basu on Raahgiri Foundation's 'Pave the way' podcast. She pointed out that mobility and transport are not inclusive; women use the city very differently and this is not accounted for in transport. This impacts

women's ability to access opportunities for employment, education. She suggested diversification in the transport sector targeting higher representation of women in the sector. With increase in safety in mobility, the work force participation of women would also increase.

Safetipin at World Vision International webinar

The World Vision International (a global organisation working towards the well-being of children particularly those from the vulnerable communities) organized a webinar for members of its urban community of practice on 18th August, 2022. Ankit from our team introduced Safetipin and shared our methodology and work to the participants.

Gendered Perspectives on Urban Resilience, organized by Transitions Research

On World Cities Day, Kalpana Viswanath of Safetipin along with Divya Sharma from Climate Group, and Sheela Patel from Slum Dwellers International engaged in an online conversation on Gendered Perspectives of Urban Resilience. Transitions Research, a Goa-based social sciences research collective that focuses on the connections between technology, society, and sustainability, organized the event.

Webinar organized by World Bank and Accelerate Equality

The Gender Group, the Social, Sustainability and Inclusion and the Transport Global practices organized a webinar on "Policy Makers Working With Communities to End Gender-Based Violence - Conversation with Changemakers" on 8th December 2022, as part of a global 16-day campaign to end GBV. Kalpana Viswanath was invited to deliver the Keynote Address.

Conversation with Women in Econ/ Policy

On 2nd December 2022, Kalpana Viswanath spoke to Women in Econ/ Policy (WIEP) to discuss her life's journey and the work she does to promote safe spaces for women and girls in India. Kanika Jha Kingra, an expert in research, advocacy, and

communications who has worked on evidence initiatives and multi-sectoral projects internationally, moderated the event.

Safe Cities Powered by Technology organized by Girl Up India

On 16th November 2022, Kalpana Viswanath joined Girl Up India for a fireside chat on how we can engineer inclusive technologies and infrastructure for women and girls. The discussion focused on how we can make technology inclusive without losing sight of the digital divide.

Webinar on 'She RISES: A Framework for Caring Cities'

On 22nd December, 2022, Safetipin hosted a webinar titled "She RISES: A Framework for Caring Cities". Kalpana Viswanath began the webinar by providing an overview of the framework. Team members Ankita Kapoor and Rwritee Mandal then delved into the specifics of the framework

The Public and The Digital: Examining the Spatial Dimensions of Increasing Gender-Based Violence in India, organized by Krea University

On 19th December 2022, Kalpana Viswanath from our team participated in a workshop organized by Krea University, Chennai, titled "The Public and The

Digital: Examining the Spatial Dimensions of Increasing Gender-Based Violence in India."

NMIMS EJCON 2023

Ankita Kapoor from our team participated in an online panel discussion- EJCONx Ka Ching, organized by Narsee Monjee Institute of Management Studies (NMIMS) on 23rd January 2023. Ankita spoke about key issues and factors such as socio-cultural norms, burden of care work, lack of safe mobility options and lack of supporting facilities such as public toilets for women and creche for children that are a barrier to women's participation in the formal labour force.

BMZ's & KfW's virtual Conference on Remote Management, Monitoring and Verification

Safetipin was invited to speak at a two-day online exchange hosted by BMZ and KfW from 8th - 9th February 2023. The exchange aimed to explore ways in which the international development community can leverage remote management, monitoring, and verification (RMMV) to improve resilience and impact during crises, including those resulting from climate change. Kalpana Viswanath from Safetipin spoke on the second day of the conference, specifically discussing how RMMV can be used to enhance the participation of women and girls in public spaces.

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Our Team



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Glimpses of Safetipin in the Media



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