

WEPS IN ACTION



PRINCIPLE 6

**Promote equality through
community initiatives and
advocacy**

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CASE STUDY: GOJEK FOSTERING A CULTURE OF SAFETY IN EVERYDAY PUBLIC SPACE

LESSONS LEARNED

- Collaborating and seeking consultation with experts during the programme development phase really helps Gojek to come up with the best-in-class bystander intervention training programme.
- Leveraging technology, social media and bite-sized contents helps in to scale up the programme and the reach of the educational materials to the public.
- Establishing a gender-related programme opens an opportunity for future collaborations with companies that uphold the same value that is beneficial for the business.

CONTEXT

Gojek is Southeast Asia's leading application-based on-demand platform and a pioneer of the multi-service ecosystem model, providing access to a wide range of services including transportation, food delivery, logistics and more. Founded in 2011, it is Gojek's mission to solve the daily challenges faced by consumers, while improving the quality of life for millions of people across Southeast Asia, especially those in the informal sector and micro, small and medium enterprises (MSMEs).

In line with Gojek's mission to solve daily frictions with technology and create a positive socio-economic impact, Gojek is committed to enable inclusive growth within its ecosystem and beyond. This

crucially includes Indonesian women, and ensuring they have equal opportunities to grow.

Learning from UN Women's "Safety Audit in Three Areas of Jakarta" published in 2018, urban women remain prone to harassment in public spaces, with risks increasing during commuting and in evening hours. "We realized that safety has been a huge issue preventing equitable growth for women in Indonesia. To solve this, there needs to be a culture of safety in everyday public places, so that every woman can feel safe enough to stay mobile and productive," says Radityo Wibowo, Chief Transport Officer, Gojek.

ACTIONS

The journey to foster a culture of safety in public places -especially for women, commenced in 2019, where Gojek partnered with the non-governmental organization Hollaback! Jakarta to roll out face-to-face training workshops on bystander intervention for 500 driver partners, who were leaders in their communities, across eight major cities in Indonesia. This initiative aimed to groom the community leaders to be advocates for creating safety culture among their communities. Gojek's driver partners make up a significant portion of Indonesia's mobility system, so they are at the frontline to help victims when sexual harassment occurs in public spaces.

“To increase the scale of the reach, we integrate the ‘5D skills of bystander intervention’ (Distract, Delegate, Document, Direct and Delay) onto the Gojek’s driver partners online learning platform. The information is made easily accessible to all Gojek drivers regardless of their background. Equipping our drivers with knowledge and tools is a pivotal step in fostering a culture of safety,” says Radityo.

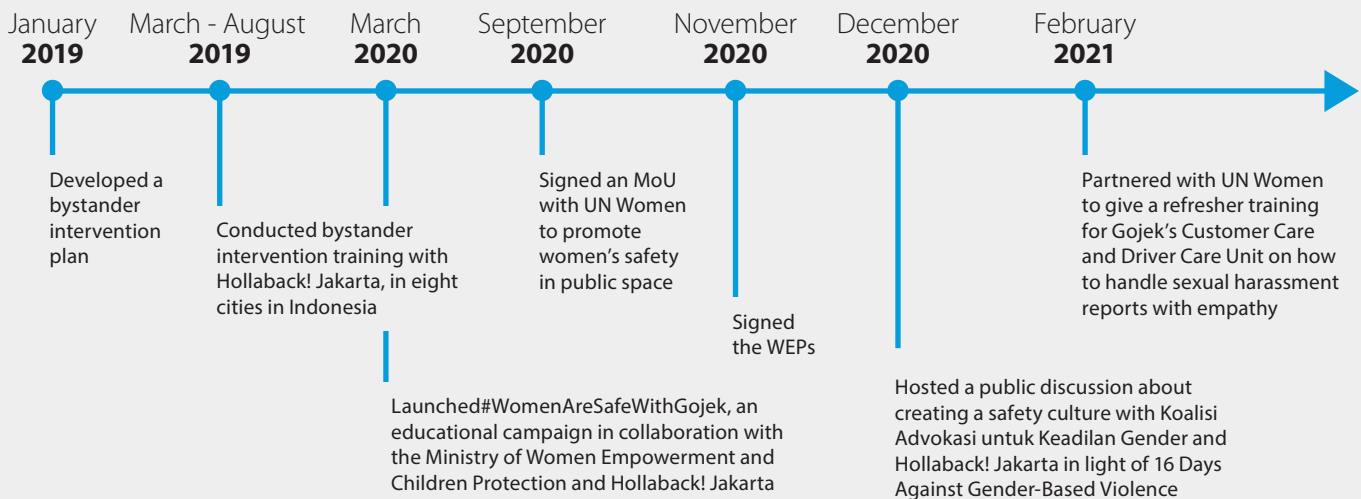
As of March 2020, Gojek launched the #WomenAreSafeWithGojek initiatives, with three key elements in play: Technology, Education and Protection.

- **Technology: Innovative and world-class technology, ‘Gojek SHIELD,’ to increase user protection.** Amongst the available safety features for consumers are the “Share My Trip” function and an Emergency Button that links to Gojek’s Emergency Unit for 24/7 assistance. Gojek’s Customer Care Unit and Driver Care Unit are trained in handling situations involving sexual violence. Gojek

also partnered with UN Women Indonesia to give refresher training for the Care Unit agents on handling such reports with empathy. In such cases, Gojek put the interests of the victim first and provide as much support as possible, including legal aid and working with law enforcement authorities as well as providing victims with emotional aid support.

- **Protection: Physical hubs that prioritize user safety.** Gojek constructed a number of “Safe Zones” for pick-ups and drop-offs in major public transportation hubs, which follow recommendations from UN Women’s 2019 “After Dark Report: Encouraging Safe Transit for Women Travelling at Night”. Located in the largest hubs across Greater Jakarta, the Safe Zones are equipped with proper lighting and seats for passengers to wait safely. The Safe Zones also display educational materials on how to recognize, prevent and report acts of sexual violence.
- **Education: Partnerships to foster a culture of support within and outside the Gojek ecosystem.** Gojek worked with the Ministry of Women Empowerment and Children Protection and Hollaback! Jakarta, on educational campaigns calling to create a culture of safety. In 2019, Gojek became the first Indonesian ride-hailing company to have a bystander intervention training for its driver partners. Via its online platform, Gojek expands the reach of this training to their 2 million drivers.

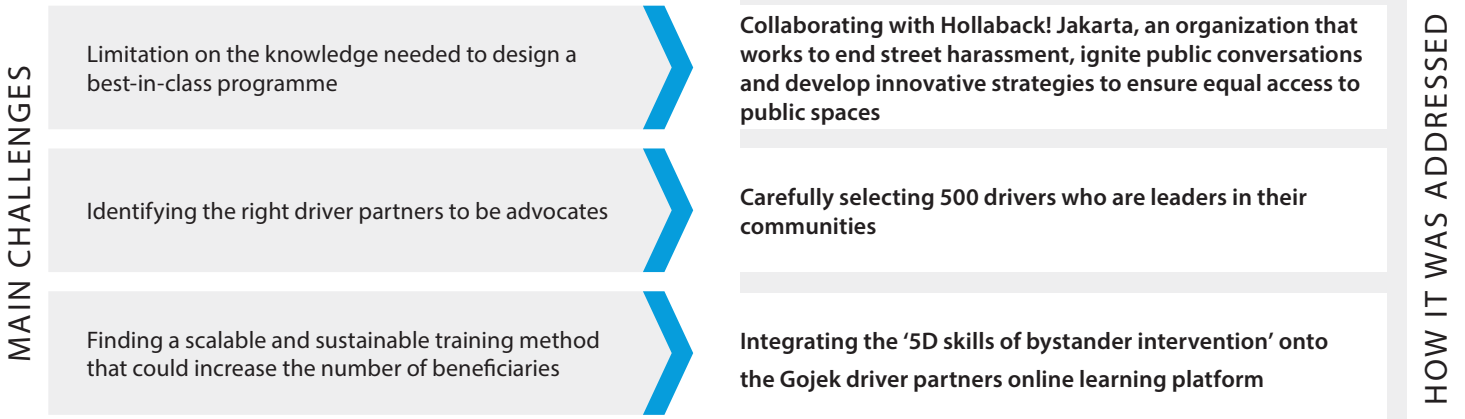
TIMELINE



CHALLENGES

Three main challenges in fostering a culture of safety in public places are: (1) creating the right training materials, (2) identifying

the right driver partners to work with, (3) finding a training method that is scalable and sustainable.



RESULTS

After each training, participants were asked to submit a feedback survey. One of the most significant results is found on a post-survey, that shows about 99 per cent of the participating driver partners found the training useful and 95 per cent showed a willingness to participate in follow-up training.

through Instagram and Twitter contributes to 338,281 impressions, push notification (in-app notification) viewed by 1,574,891 users, and the newsletter was opened by 215,038 users. Communications on the "5D bystander intervention steps" also reached about 75 per cent of its active driver partners (GoRide and GoCar driver partners) via the driver app. The bystander intervention educational materials displayed on the Gojek Safe Zones have been viewed by more than 150,000 Gojek customers who have booked their rides to and from those shelters as of April 2021.

On the online learning app, the education materials of "bystander intervention" and "reporting on sexual harassment" have been accessed by more than 210,000 driver-partners to date. Among those who took up the materials, 95 per cent of them accomplished the post-test to check their comprehension of the materials. Gojek also saw a significant reach from the '5D bystander intervention tips' that they pushed to the consumers through Gojek's multiple communications channels. Communication

RECOMMENDATIONS

According to Gojek, the key to successfully implementing the training programme is to deeply understand the audience and come up with the materials and ways of training that suit them. It is also important to collaborate with experts in developing the material, as experts may have a different standpoint that the company may overlook. To reach more audiences, it is recommended to provide bite-sized contents that can be disseminated through social media, and other means of public-facing communication.



THE ROLE OF WEPs

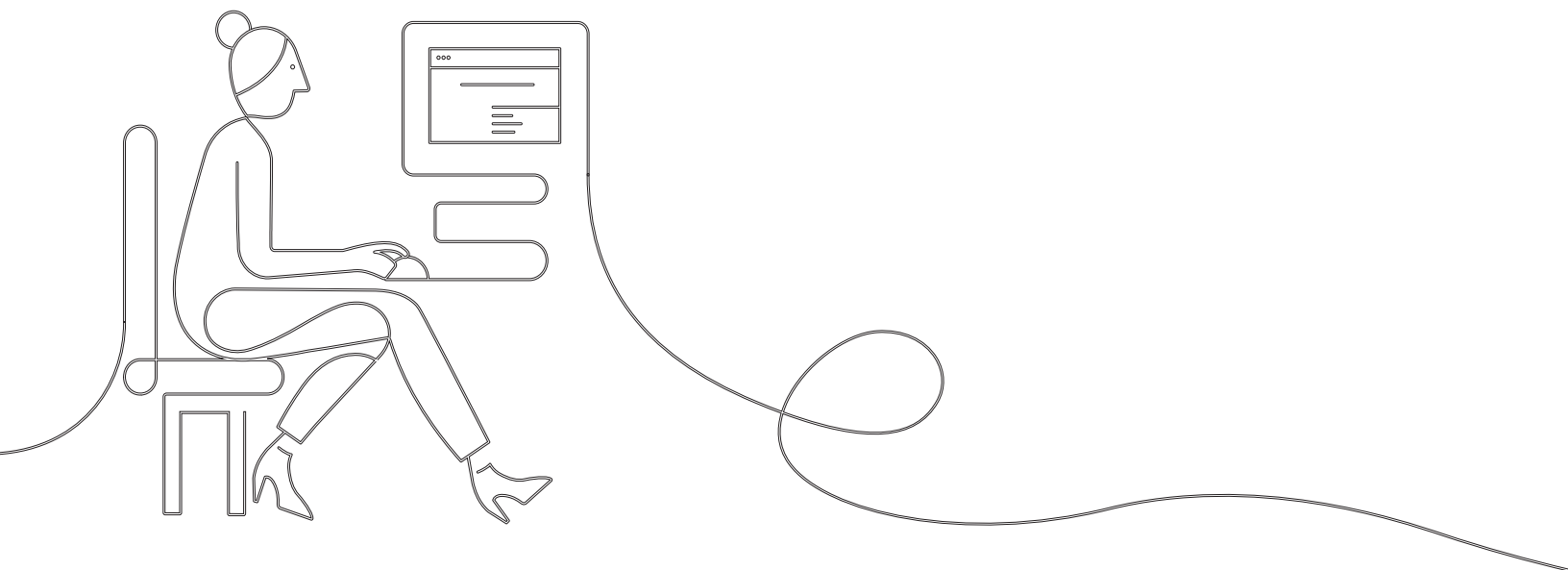
Gojek is committed to creating a positive impact and long-term value for people and the planet across its value chain. One of their sustainability pillars is GoTogether, where Gojek focuses on equal opportunities and access for everyone in their ecosystem, no matter who they are, to make use of the technology for improving their livelihoods.








Gojek's commitment also includes supporting the economic empowerment of all those who have been underserved within the communities - this crucially includes women. Gojek's ecosystem is made up of a significant number of women entrepreneurs, consumers, and employees or what they call dearly as troops.

According to research by the Lembaga Demografi University of Indonesia, 42 per cent of the GoFood merchants are women of which 27 per cent of them are housewives; 76 per cent of social sellers who use the GoSend services for their businesses are women and 39 per cent of GoPay merchants are women. Approximately 60 per cent of Gojek's transport consumers are female. More than 38 per cent of Gojek's employees are female.

Empowering women entrepreneurs, consumers, and employees means that Gojek has to make the technology and workplace inclusive and accessible for women, who play double - if not multiple- roles in their family and businesses. Gojek believes that women must gain equal access to economic opportunities to ensure inclusive and equitable growth.

Signing the WEPs has given the framework of the principles to reinforce Gojek's commitment in ensuring safety and equal opportunities for everyone in their ecosystem and supporting women's empowerment.



- Principle 1  Establish high-level corporate leadership for gender equality.
- Principle 2  Treat all women and men fairly at work– respect and support human rights and nondiscrimination.
- Principle 3  Ensure the health, safety and well-being of all women and men workers.
- Principle 4  Promote education, training and professional development for women.
- Principle 5  Implement enterprise development, supply chain and marketing practices that empower women.
- Principle 6  Promote equality through community initiatives and advocacy.
- Principle 7  Measure and publicly report on progress to achieve gender equality.

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Women's Empowerment Principles



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