

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office

2020 UN Women Asia-Pacific WEPs Awards Regional Awardee Profile



Kevin Aluwi - CEO

Gojek

Gojek

Country: Indonesia
(branches in 4 countries)
Employees: 1001-5000
Industry: Technology

Website
www.gojek.com/en-id



Safety in Public Spaces for Indonesian Women

Safety remains a huge issue for women in Indonesia, and is one primary barrier towards equitable growth in the country. In a 2019 Sexual Harassment in Public Places survey conducted by Indonesia's Coalition for Safe Public Spaces, three in five women experienced sexual harassment in public premises. In a study done by UN Women in 2018, "Safety Audit in Three Areas of Jakarta," it was noted that the risk for sexual harassment increases during commutes and at night time.

Indonesian superapp Gojek, which started in 2010 as a courier service and ride-hailing app has since evolved into an on-demand multi-service platform used in four countries in Southeast Asia. Gojek is a widely used app in Indonesia, where one out of two people have the Gojek app downloaded on their phones. This wide user base also led Gojek to understanding the need to leverage on technology and to protect and empower women. As such, to mark International Women's Day in 2019, Gojek announced its #PerempuanAmanBersamaGojek (Women are safe with Gojek) campaign, the first in the country to implement a bystander intervention approach for women's safety.

“

We go the extra mile from industry standards to ensure safety for women, especially at night. This is important, considering that female customers conduct 55 percent of total GoRide and GoCar trips at night

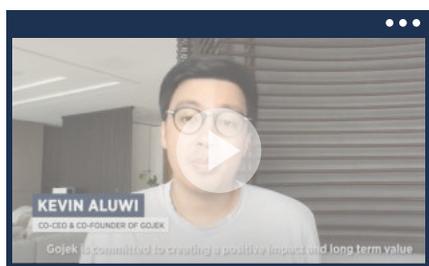
- Kevin Aluwi, CEO, Gojek

”

#AmanBersamaGojek



The initiative aims to elevate safety standards for women among online ride-hailing platforms in Indonesia. #WomenAreSafeWithGojek has three main pillars: technology, protection, and education.



Watch the testimonial video to learn more!

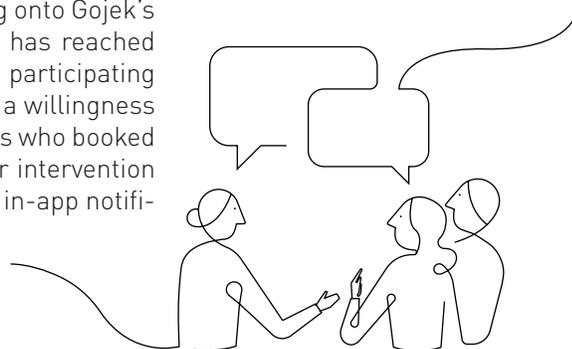
Increasing Protection and Raising Awareness

To support Gojek’s technology and educational campaigns, Gojek constructed “Safe Zones” for pick-ups and drop-offs in major public transportation hubs following the recommendations from UN Women’s 2019 “After Dark Report: Encouraging Safe Transit for Women Travelling at Night.” These hubs were strategically built in the largest commute spaces across Greater Jakarta, and were outfitted with bright lights and seats for passengers to wait safely and comfortably. These hubs were also used to display the educational material developed by Gojek on how to recognize, prevent, and report acts of sexual violence.

For the #PerempuanAmanBersamaGojek (Women are safe with Gojek) campaign, Gojek innovated their app to increase protection, raise awareness, and educate users. With Gojek SHIELD, the app was updated to increase the available safety features for consumers—from the “Share My Trip” function, Gojek introduced an Emergency Button that links to Gojek’s Emergency Unit for 24/7 assistance. The company’s Customer Care Unit and Driver Care Unit are trained in handling situations involving sexual violence. Gojek goes the extra mile in also providing legal aid, working with law enforcement, and providing victims with emotional aid support.

Equipping their two million driver-partners with the information and tools to create a culture of safety was essential to Gojek. Gojek driver-partners play a significant role in Indonesia’s transport and mobility system, which puts them in the best position to help victims of sexual harassment in public spaces. To reach all driver-partners, the company integrated the 5D skills of bystander intervention (Distract, Delegate, Document, Direct, and Delay) developed by Hollaback! onto the Gojek driver-partners online learning platform in October 2020. Driver-partners were previously receiving face-to-face training on the 5D Skills, but due to COVID-19 and the need to scale the process of training and education, Gojek formatted the learning materials into bite-size videos to make them easily accessible and understandable regardless of the viewers’ educational background.

Since the launch of the campaign and the integration of 5D skills training onto Gojek’s platforms, communications on the “5D bystander intervention steps” has reached 75% of Gojek’s active driver-partners through the driver app. Of these participating driver-partners, around 99% found the training useful and 95% showed a willingness to participate in follow-up training. On the other hand, 42,000 Gojek users who booked their rides to and from Gojek’s Safe Zones have seen Gojek’s bystander intervention education materials from March to September 2020. Gojek also pushed in-app notifications on the 5D skills, which was viewed by 1.5 million users.



Gojek's Strategic Partnerships for Community Engagement and Participation

Gojek partnered with the Indonesian Ministry of Women Empowerment and Children Protection, and the gender equality Non-Government Organization Hollaback! Jakarta on their educational campaign that called for creating a culture of safety in the country. These partnerships also enabled Gojek to reach community leaders to expand the reach of their #PerempuanAmanBersamaGojek (Women are safe with Gojek) campaign.

Gojek also leveraged on driver-partner communities—tight-knit local groups of Gojek drivers—and identified key influential leaders in these groups to make them into partners and local advocates for the company's campaign. 500 of these influential driver-partner leaders were chosen to attend face-to-face training workshops on bystander intervention in 2019, which were conducted through Gojek's partnership with Hollaback! Jakarta.

“ We always make sure that there is always a safe and inclusive space for everyone to be themselves, whoever they are; respected, involved, and supported. As part of our commitment to diversity, we promise to put an end to all-male panels in every Gojek event, as well as including this pledge in every speaking opportunity at Gojek, both in Indonesia and in international spaces. ”

- Tanah Sullivan, Gojek Group's Head of Sustainability

Women's Empowerment Principles



High-Level Corporate Leadership



Treat all Women and Men Fairly at Work without Discrimination



Employee Health, Well-Being and Safety



Education and Training for Career Advancement



Enterprise Development, Supply Chain and Marketing Practices



Community Initiatives and Advocacy



Measurement and Reporting

asiapacificwepsawards.org

[f](#) [t](#) [i](#) @unwomenasia [in](#) [linkedin.com/showcase/wepprinciples/](https://www.linkedin.com/showcase/wepprinciples/)

#WeEmpowerAsia #WEPsAwards

Funded by:



Produced by:



In support of:

