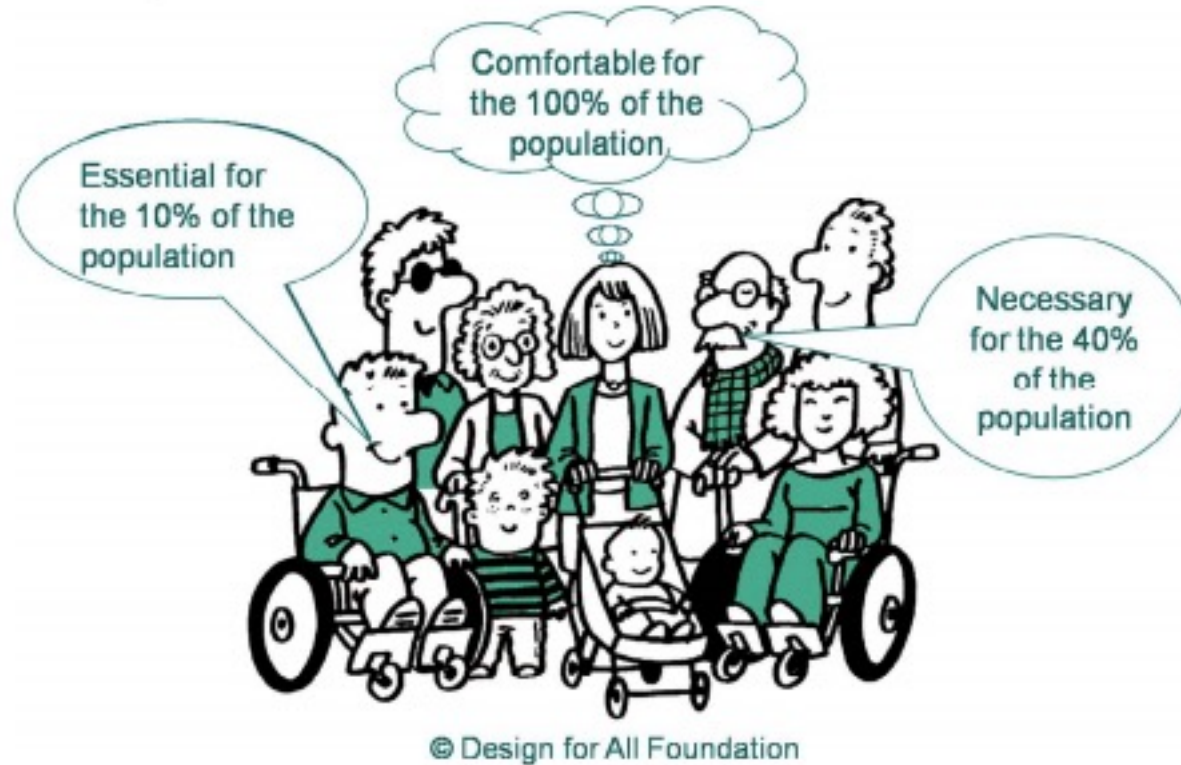


# MODULE 2

## THE BUSINESS CASE FOR INCLUSIVE PUBLIC TRANSPORT



Figure 4.4. Accessible environments are comfortable for all



Source: Design for All Foundation (2016), Design for All is design tailored to human diversity, <http://designforall.org/design.php>, accessed 09 January 2016

# The commercial case

Inclusivity makes your company **more resilient** to shifting transport patterns and priorities.

Inclusivity makes your company **more attractive** to investors & donors.

Inclusive transport services are better for all customers & **increases passenger numbers** - providing added benefits for women, tourists, carers, families, people with shopping, etc.



# Sustainable tourism

Accessible services benefit people carrying luggage.

Accessible information helps overcome language barriers.

In the European Union Accessible Tourism can reach a market of 130 million people.

Who typically spend 30% more per trip.



# Gender inclusivity

55% public transport users are women.

Women make up 84% carers worldwide.

If given the choice, women will switch to using a taxi or car as they deem public transport too inconvenient, unsafe, or difficult to use.



# The financial case



Market share



Savings



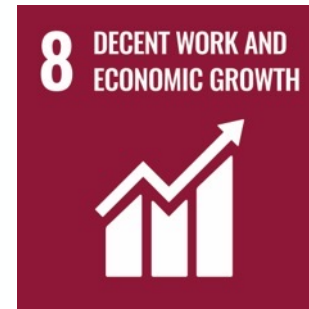
Return on investment

# The legal case

The UN Convention on the Rights of Persons with Disabilities

UNECE Amsterdam Declaration

Sustainable Development Goals



# The role of the private sector

Shared responsibility

Drivers of change

Lead by example

Spread the word

Shift consumer preferences

