

SheCab

Increased rates of sexual harassment in public transportation and the growing unemployment rates in Jordan, disproportionately impact women especially those who are single providers of their families. Our project is aiming to empower women financially - we believe it's the first step needed that will enable them to break their own cycles and draw their own paths to empowerment. With this in mind we created the SheCab project that aims to provide a safe public transportation, along with creating new job opportunities for women, by providing female Taxi drivers targeting female passengers.

CATEGORY

[Empowering Women and Girls](#)

LOCATION

[Jordan](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

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Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

Taxi drivers are all males in Jordan. Our idea is to introduce female taxi drivers in Jordan to address the need of female passengers who are looking for a safe and a trusted transportation route. This will be the perfect solution to females worrying to take a cab home late, and for those who have family restrictions in regards to traveling with male taxi drivers. It is also an entirely unique way to open new career paths for women.

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

We are expecting major changes! It's never an easy task to change people's minds, perceptions, ideologies, especially when some of these are thousand years old. We believe dismantling stereotypes about women's roles, emphasizing their engagement in their communities and creating a women friendly environment as well as shifting our economy to a prosperous stage are major changes that will be fulfilled by the SheCab project.

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

The project will benefit women in two aspects

Female drivers (23-60 years old) – By providing decent job opportunities and helping them support themselves and their families financially.

<https://www.facebook.com/pages/SheCab/562470567208970?ref=ts>

MEET THE TEAM

Project owner

[Rahmeh Abu Shweimeh](#)

[Jordan](#)

[Study of the U.S. Institutes](#)

Project members

[Manage members](#)

[Sura Al Mahasis](#)

[Jordan](#)

[Study of the U.S. Institutes](#)

[\[remove from project\]](#)

[Maha Alamad](#)

[Jordan](#)

[Study of the U.S. Institutes](#)

[\[remove from project\]](#)

[Sonia Al-Zoghoul](#)

[Jordan](#)

[Study of the U.S. Institutes](#)

[\[remove from project\]](#)

[salam Abukhadrah](#)

[Jordan](#)

[Study of the U.S. Institutes](#)

[\[remove from project\]](#)

Passengers: Females from all ages- By providing safe transportation especially for those working late (nurses, doctors, etc.), tourists , female students, females living in rural areas.

Local partners

*Our local partners: WAEDAT (Women's Access to Entrepreneurship Development and Training society. *Sigi Jordan (NGO that support women development), *Center for women's studies in University of Jordan, *Easy Taxi (a phone app; that allows passengers to fetch cabs online) we have already established a communication with them and they will be keen to partner with us in developing the app. *USAID-TAKAMOL: We joined their International Women's day campaign, which will pay off in promoting our idea more and make people more familiar with it, a future possible partnership arrangements are being conducted at the time being as well.

*Potential Partners: Airports, embassies, tourism agencies, (by helping build a customer base).

Alumni team

Responsibilities of the members include:

Organizing marketing campaigns, Contacting partners, Conducting Surveys, administering the facebook page. It's all a team effort, although each member has brought her own expertise and skills to the table.

Proposed Project Dates: August 01, 2015 - August 01, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

From the (1st-3rd month): Get a strong advisory board comprised of local expertise and involve them in the project.- Present the project and establish a partnerships with at least 2 embassies, 2 hospitals, 2 girls' school and the airport. Complete legalization and logistics.
 (From the 4th-8th month): (From the 4th-8th month): Finish the development of our website and start our own phone app and filming a YouTube video. Start marketing and promoting our drivers, website, phone app and ourselves, through newspapers, local TV's, radio stations, social media. Inviting local press media and speakers, organizing at least 2 female entrepreneur panels, conference and forming a task force.
 (From the 9th-12th month): Making surveys and start the evaluation process. Building new connections to expand the business plan. Expand the number of cabs and drivers to reach further destinations other than the capital. Establish a security system in the cabs and adding them to the GPS tracking system.

Communication Plan

We are going to promote SheCab mainly through social media. We already launched a facebook fan page.

Also, we are planning to hold a panel discussion, hosting a female public figure that women can relate to and emphasize the importance of such a project for the Jordanian society. This event will be covered by local media and press. We are going to spread online and paper publications including (posters, brochures and flyers) in universities, schools, streets, malls/traditional markets and job centers. The publications will provide more details about our project in general and the the process to book a cab itself. TV and Radio interviews along with local press will definitely help us promoting SheCab. As we were interviewed by Jordan TV on September 2014 and Alrai and JUST for JUST newspapers. We will post our project on the

International Exchange Alumni website to share it with the other alumni. And we will use apps like "EASY TAXI" too. We will also promote our project through the YouTube video we are planning to film.

Evaluation

'Customer satisfaction' will be our main measure of success. That will be manifested by increased numbers of passengers taking our taxis, high numbers of women applying for this new job opportunity reflecting a change in social stigma. We also believe that the following factors will reflect the success of SheCab as well; analysis of the surveys we are going to post before and after 6 months of the start of the project, the interaction on our facebook page, collecting feedback through a hotline that will enable drivers and passengers to report their challenges and experiences. We are specifically interested in responses confirming the safety of our project. Planned meetings with the working drivers to evaluate and follow up their performance (monthly check ups). Connecting with the central traffic department to provide us with reports about our female drivers performance, in terms of accident numbers and the numbers of issued tickets annually. Being invited to related media events in the country. Getting more support from taxi companies and interested investors to build up new partnerships as well as gaining support from the governmental institutions.

Sustainability

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TOTAL FUNDING REQUESTED

\$25,000.00

PROPOSAL DOCUMENT:

[Download budget](#)