

Special Edition: International Women's Day 2020

RADAR: Making Road Safety Women's Business

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www.interreg-danube.eu/RADAR

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Why did you choose to work in road safety sector?

Working amongst the top road safety experts in Croatia, Europe and even worldwide has taught me a lot on the profession, its challenges and has thus greatly affected my personal growth and self-confidence. The beauty of this job is that it is truly important one and at the same time not amongst the first ones to come to mind when choosing a career – this should be changed in the near future: lives literally depend on it. Road safety is inevitably an important segment in the life of each of us even if we are not aware of it, but we use road infrastructure each and every day and it should be made to suit our needs and by that, I mean mostly made having in mind our imperfections as road users.

In your opinion, why is it important that more women take up road safety challenges in the near future?

For a very long time, developments in this area have been dominated by men and pointed towards “engineering solutions”. However, I strongly believe that we have to have both women's and men's perspective if we are to come closer to Vision Zero goals, especially having in mind that Vision Zero is a multidisciplinary approach. Women are believed to be more oriented towards cooperation, reflection, compassion etc. and by bringing this component in leadership style and the ability to engage on a more emotional level with the public, I believe that road safety can only prosper by inclusion of women. The wealth of a team grows out of diversity, so it is crucial to achieve equality of different but equivalent management styles.

What is your impact as a woman in project such as RADAR?

I am most honored to be a part of such an important project where women are genuinely appreciated and their opinion matters. I believe that all the women in the project had an important role in successful implementation and their ideas propelled us. I must not omit our male part of the team; they are truly supportive, and RADAR has truly brought a positive example in gender equality. Not just in number but also in impact.

Can you describe in maximum five word about what RADAR is doing or has done for you?

RADAR – Makes road safety women's business.