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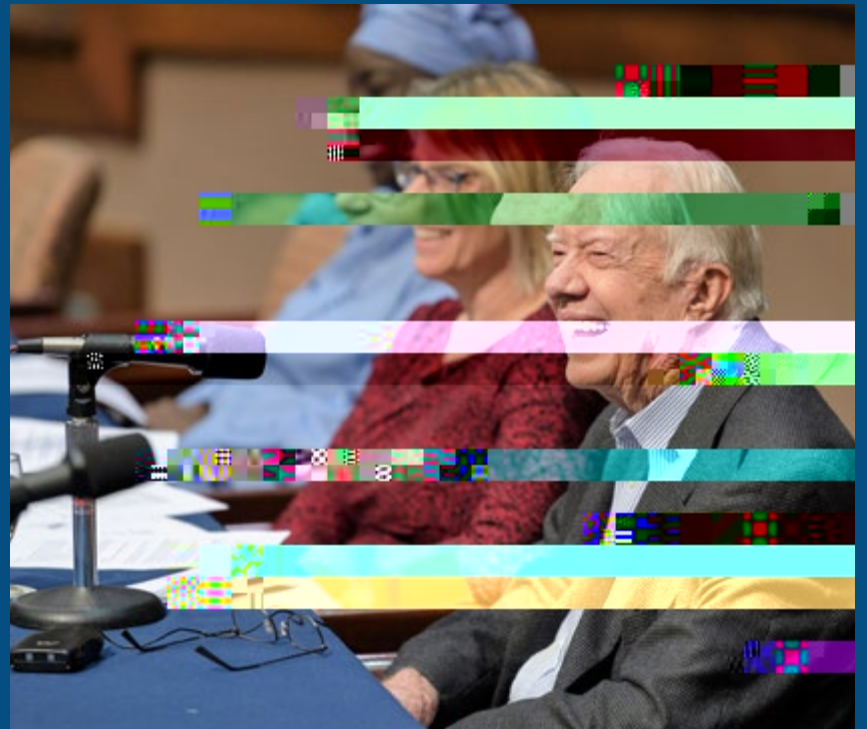
THE



INFORM
WOMEN
TRANSFORM
LIVES

INFORM WOMEN, TRANSFORM LIVES CAMPAIGN

THE
CARTER CEN





WHY JOIN THE CAMPAIGN?

THE INFORM WOMEN, TRANSFORM LIVES CAMPAIGN AIMS AT ENSURING THAT WOMEN CAN SEEK IMPACTFUL INFORMATION FROM LOCAL GOVERNMENTS AND THRIVE IN THEIR COMMUNITIES. BY PARTICIPATING IN THE 12-MONTH CAMPAIGN FROM **MARCH 2022 – MARCH 2023**, YOU WILL JOIN OTHER GLOBAL CITIES IN THIS GROUND-BREAKING INITIATIVE.

1. Generate positive change
2. Contribute to a global human rights initiative
3. Leave a meaningful legacy of an empowered and inclusive society
4. Lay the foundation for long-term growth, prosperity and resilience
5. Improve public administration so that your services better reach women and meet their needs
6. Facilitate alliances and trust between your government and citizens
7. Share your successes and lessons learned with cities around the world
8. Establish your city as a world leader and driver of change

WE HOPE THAT AS YOU LEARN MORE ABOUT THE INFORM WOMEN, TRANSFORM LIVES CAMPAIGN, YOU WILL AGREE THAT YOUR CITY IS A PERFECT PARTNER FOR THIS TRANSFORMATIONAL GLOBAL INITIATIVE.

WHY ACCESS TO INFORMATION?

Information has the power to transform lives and communities. Access to information is a fundamental human right enshrined in the Universal Declaration of Human Rights and is critical for both governments and the people they serve.

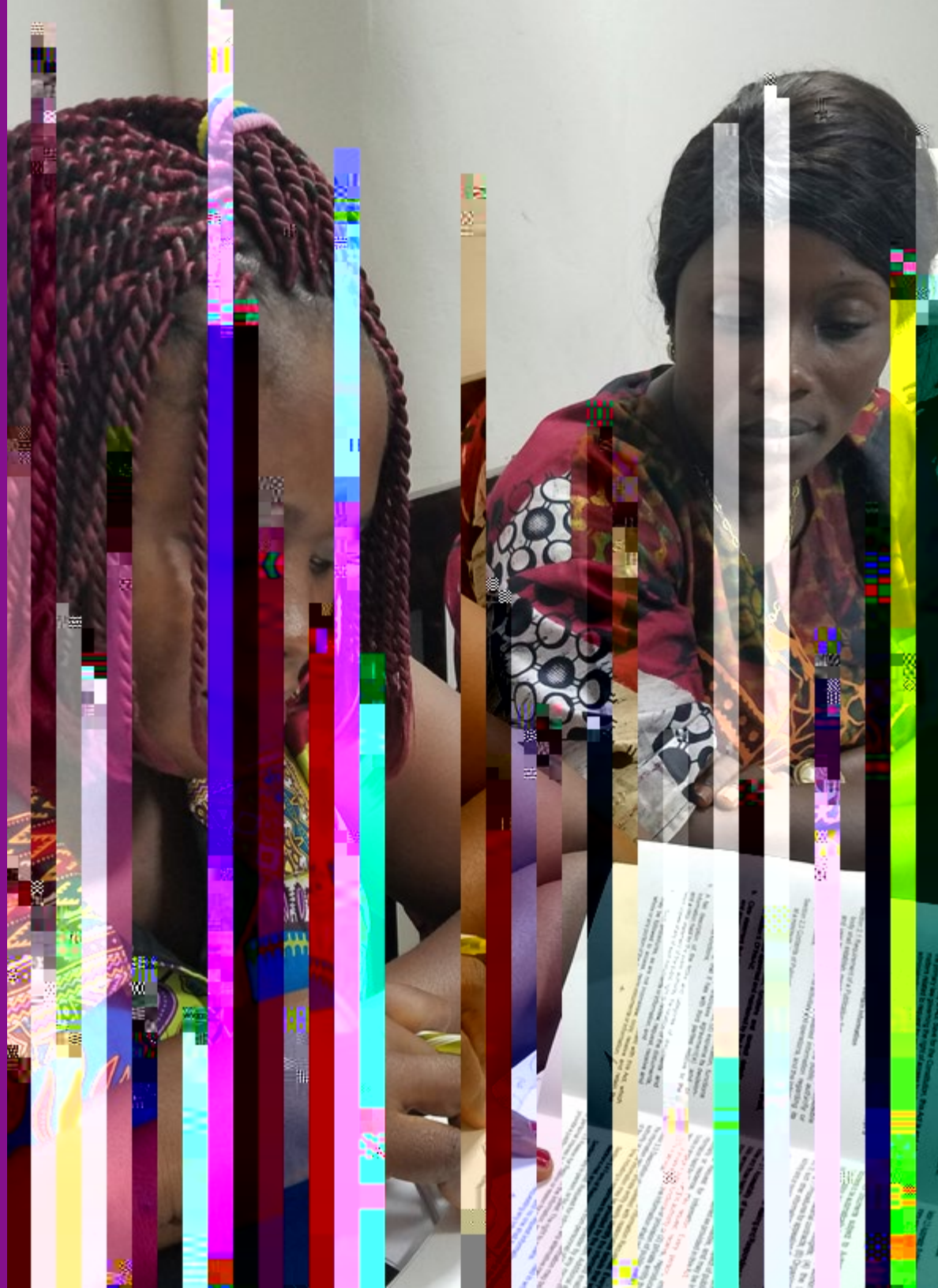
public administration more efficient and effective. It allows for the efficient distribution of resources, ensures

Most importantly, it helps your citizens benefit from the many services that your local government provides.



EQUITABLE ACCESS TO INFORMATION ENABLES PEOPLE TO BETTER UNDERSTAND POLICIES AND HELP DETERMINE PRIORITIES. THEY CAN USE INFORMATION TO BENEFIT FROM NECESSARY MUNICIPAL AND SOCIAL SERVICES, SUCH AS GOOD ROADS, SUPPORT FOR SURVIVORS OF GENDER-BASED VIOLENCE, HOUSING, AND SANITATION.

EVIDENCE SHOWS THAT OUR
COMMUNITIES ARE MORE





The pandemic has had devastating effects on cities, which have been hit hardest because of their population density, mobility, and connectivity. It also has had terrible consequences for women, exacerbating pre-existing inequities in health, economics, security, and education.



"Put women and girls at the center of efforts to recover from COVID-19... Gender equality and women's rights are essential to getting through this pandemic together, to recovering faster, and to building a better future for everyone."

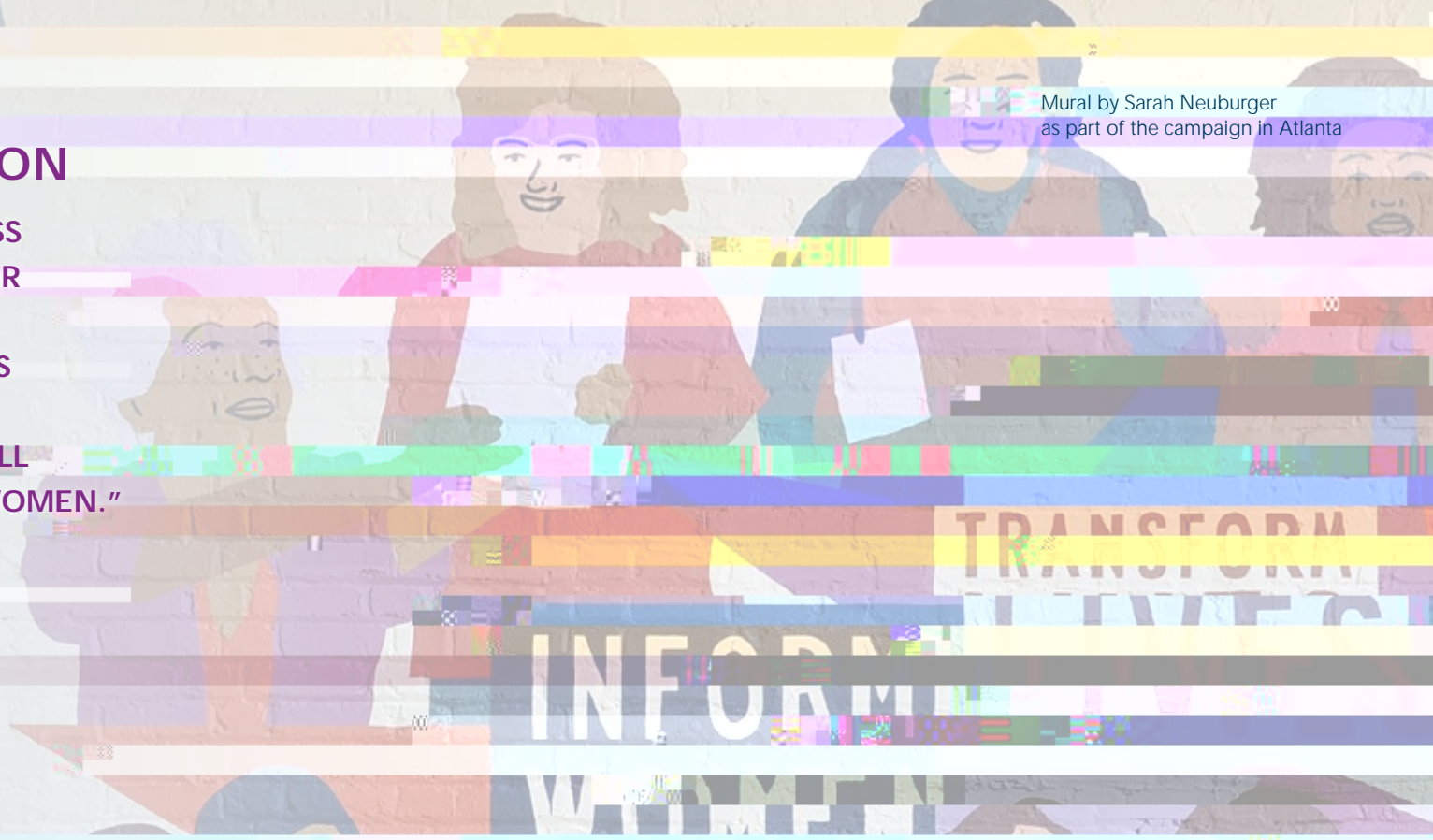
– U.N. Secretary-General
António Guterres

- 1. RAISE AWARENESS OF WOMEN'S RIGHT OF ACCESS TO INFORMATION**
- 2. SUPPORT CITIES IN PROVIDING INFORMATION TO WOMEN**
- 3. SIGNIFICANTLY INCREASE THE NUMBER OF WOMEN ACCESSING INFORMATION FROM MUNICIPAL GOVERNMENTS**
- 4. DEMONSTRATE THE TRANSFORMATIVE IMPACT THAT INFORMATION HAS ON WOMEN, FAMILIES, AND THE WIDER COMMUNITY**

CAMPAIGN IN ACTION

“THE OPPORTUNITY TO ACCESS BEST PRACTICES FROM OTHER CITIES IN THE COHORT AND FROM THE CARTER CENTER IS INVALUABLE AS WE WORK TO IMPROVE THE LIVES OF ALL CHICAGOANS, ESPECIALLY WOMEN.”

- ANNA VALENCIA,
CITY CLERK OF CHICAGO, USA



the critical municipal services that you provide.
Learn more about each city's campaign at www.cartercenter.org/info4women.



1. CITY-BASED INTEGRATED MEDIA STRATEGY TO RAISE AWARENESS ON THE TRANSFORMATIVE POWER OF WOMEN'S ACCESS TO INFORMATION

A local media campaign to raise awareness about women's right to information, its value, and the connection to municipal services will be central to the campaign. In coordination with each city, The Carter Center will support the use of traditional and social media, murals, and other innovative communications strategies.

2. IMPROVE CITY GOVERNMENT'S CAPACITY TO FACILITATE ACCESS TO INFORMATION FOR WOMEN

WHAT ARE THE BENEFITS FOR LOCAL GOVERNMENT PARTNERS?

By joining the Inform Women, Transform Lives campaign as a local government partner, your city will contribute directly to this transformative global initiative.

DIRECT BENEFITS FOR YOUR CITY INCLUDE:

RECOGNITION AS A VANGUARD CITY ON TRANSPARENCY AND GENDER EQUITY:

You and your city will be highlighted – locally and internationally – as a trailblazer in advancing increased transparency and gender equity.

GLOBAL NETWORK:

You will be able to participate in a global community of cities across the world committed to advancing women's access to information.

TECHNICAL SUPPORT AND RESOURCES:

- Training and organized conversations
- Access to tools and experts
- Mentorship and ongoing support
- Continuous engagement and learning

MEDIA AND CAMPAIGN SUPPORT:

You will develop a local integrated media strategy and be provided customizable campaign materials to help raise awareness of the campaign and elevate critical messages.

CIVIL SOCIETY SUPPORT:

Civil society groups in your area will receive small grants to complement and enrich the government on women's access to information.

FULFILLING COMMITMENTS AND OBLIGATIONS ON ACCESS TO INFORMATION:

You will receive support global commitments and action plans related to service delivery and access to information.

APPLICATION PROCESS

The Carter Center is inviting a select group of cities – chosen based on their demonstrated commitment to

ALL APPLICATIONS AND MATERIALS
MUST BE RECEIVED BY:
THURSDAY, NOV. 25, 2021

ACCESS APPLICATION FORM

[HTTPS://TINYURL.COM/INFORMWOMEN2021](https://tinyurl.com/informwomen2021)

HAVE QUESTIONS?

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FOR MORE INFORMATION VISIT
WWW.CARTERCENTER.ORG/INFO4WOMEN

