

THE
CARTER CENTER



**INFORM
WOMEN,
TRANSFORM
LIVES**

A GLOBAL CITY-BASED CAMPAIGN
TO ADVANCE WOMEN'S
ACCESS TO INFORMATION

www.cartercenter.org/info4women

INFORM WOMEN, TRANSFORM LIVES CAMPAIGN

The Inform Women, Transform Lives campaign is a realization of the urgent need to deliver on the right of access to information for women around the world.

Since 1999, The Carter Center has served as a leader in advancing access-to-information regimes in the Americas, Africa, and Asia, and in raising the international profile of the value of the right to information. Through this work, the Center noted that too often women were not able to exercise their right to information with the same facility, ease, and rate of success as men. The Carter Center became the first organization to focus on the intersection of information and gender and has been working with government and civil society partners to address the obstacles leading to this inequity.

On March 8, 2021, The Carter Center launched the Inform Women, Transform Lives campaign in 13 cities around the globe. **It is now time to expand this important work to more cities as we continue to advance women's rights.**

**WE INVITE YOUR CITY
TO JOIN THE CARTER CENTER
IN THIS VITAL CAMPAIGN TO
INFORM WOMEN,
TRANSFORM LIVES.**

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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.

Access to information has multiple benefits. It increases public confidence and trust in municipalities. It makes public administration more efficient and effective. It allows for the efficient distribution of resources, ensures consistency in the application of policies, and helps reduce time-consuming bureaucratic bottlenecks. 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.

WOMEN'S RIGHT TO INFORMATION MATTERS

We live in a time when information can be more readily shared than ever before. Yet, for too many women, access to the power of information remains elusive.

This right and the myriad benefits it brings are particularly crucial for women. It gives them a meaningful voice, increases awareness of economic opportunities, and connects them with necessary municipal services. With genuine access to information, women can transform their lives, families, and communities.

EVIDENCE SHOWS THAT OUR COMMUNITIES ARE MORE SECURE, PEACEFUL, AND PROSPEROUS WHEN WOMEN HAVE EQUAL RIGHTS AND OPPORTUNITIES.



THE COVID-19 PANDEMIC HAS UNDERSCORED THE URGENT NEED TO DELIVER ON WOMEN'S RIGHT OF ACCESS TO INFORMATION. A FREE FLOW OF INFORMATION WILL BE CRITICAL FOR RECOVERY.



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.



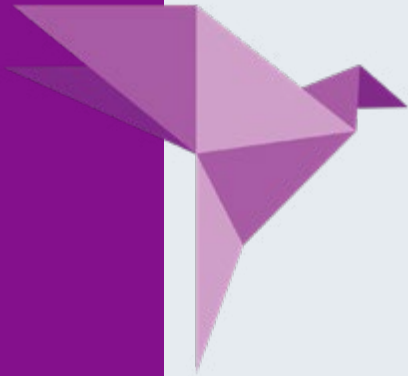
LOCAL GOVERNMENTS ARE MORE IMPORTANT THAN EVER, AND SO IS THE NEED TO ENSURE THAT THEY ARE PROVIDING MEANINGFUL ACCESS TO INFORMATION, ESPECIALLY TO THE WOMEN IN THEIR COMMUNITIES.

"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



THE EXPANSION OF THE INFORM WOMEN, TRANSFORM LIVES CAMPAIGN TAKES PLACE AS CITIES, COMMUNITIES, AND FAMILIES START TO RECOVER AND REBUILD.



THE INFORM WOMEN, TRANSFORM LIVES CAMPAIGN

The Carter Center seeks to cultivate a movement for women's fundamental right of access to information. In the spring of 2021, the inaugural Inform Women, Transform Lives campaign launched in 13 cities around the world. The Carter Center is expanding the campaign to include up to 12 more cities. Selected cities will be provided support as they prepare to launch their campaign on International Women's Day in March 2022.

GOALS:

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



Mural by Sarah Neuberger
as part of the campaign in Atlanta

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

INFORM
WOMEN

TRANSFORM
LIVES

Your city can join these global leaders in advancing access to information to link women with the critical municipal services that you provide.

Learn more about each city's campaign at www.cartercenter.org/info4women.



#ATLSTRONG

ELEMENTS OF THE CAMPAIGN

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

The Carter Center will organize a series of workshops for mayors and key representatives from the participating cities to build capacity, share lessons learned, and develop concrete actions related to their targeted municipal service(s). Selected cities will commit to proactively releasing information critical to helping women access the chosen municipal service(s).

3. INFORM-EMPOWER DIGITAL TOOLKIT

A digital toolkit with step-by-step guidance on how to ensure or improve women's access to information will be provided to participating cities. It will include best practices, effective issues-based approaches, and digital templates for various creative assets and materials.

4. ENGAGE CIVIL SOCIETY TO COMPLEMENT WORK OF CITY GOVERNMENTS

The Carter Center will provide small grants and technical assistance to local civil society organizations to undertake complementary activities to engage or assist women in seeking and using public information, thereby demonstrating its value and developing a series of success stories.

5. PROVIDE OPPORTUNITIES FOR PEER-TO-PEER LEARNING AND KNOWLEDGE SHARING

Learning and knowledge-sharing among local government representatives and partners will be encouraged. The Center will compile resources and organize roundtables and discussions, offering technical information, updates, methodologies, and best practices.

6. LEVERAGE REGIONAL AND GLOBAL POLICY FRAMEWORKS FOR GREATER IMPACT

The Carter Center will utilize targeted initiatives at the regional and international level to raise awareness globally about women's access to information to help inform and drive relevant policy discourse and decisions and to elevate the successes and best practices from the campaign to influence policy and strategic engagement.

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 ongoing work of the city government on women's access to information.

FULFILLING COMMITMENTS AND OBLIGATIONS ON ACCESS TO INFORMATION:

You will receive support to help fulfill existing national or 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 transparency and/or gender equity – from around the world to submit applications to participate as a city partner in the second campaign cohort. The process is competitive, and the best applications will be selected. Be creative and compelling in demonstrating your interest in serving as a part of the global Inform Women, Transform Lives campaign.

WHAT YOU NEED TO APPLY:

Completed application form (<https://tinyurl.com/informwomen2021>), including:

- 1. Supporting letter of interest from a mayor or local government leader illustrating commitment to the campaign.**
- 2. Short written narratives or videos from local government officials that demonstrate the following:**
 - Your city's commitment to women's access to information**
 - Why gender equity matters to your city**
 - Which municipal service(s) might be a focus for your campaign efforts**
- 3. Any additional supporting documentation that would make your city stand out.**

Applications will be reviewed by a selection committee established by The Carter Center with support from renowned experts. Evaluation criteria will include demonstrated commitment to access to information and gender equity, level of detailed interest and willingness to engage and support the campaign, geographical location, and strong local government-civil society partnerships.

A photograph of two women with long hair looking at a laptop screen in a city at night. The woman on the left is wearing a black leather jacket. The background is blurred with city lights.

**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?

**EMAIL: LAURA NEUMAN,
DIRECTOR, RULE OF LAW PROGRAM AT
INFORMWOMEN@CARTERCENTER.ORG**

**FOR MORE INFORMATION VISIT
WWW.CARTERCENTER.ORG/INFO4WOMEN**

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