



**INFORM  
WOMEN,  
TRANSFORM  
LIVES**

# CITY SPOTLIGHTS

## **BUENOS AIRES,** ARGENTINA



**Marisa Bircher**

Secretary for Gender  
Equality, City of Buenos  
Aires

Because women often have a harder time than men accessing important public information, The Carter Center is working with 13 international cities to help them get information to women about beneficial city services. Today, we're speaking with Marisa Bircher, Secretary for Gender Equality, City of Buenos Aires, about the campaign there.

### **What service(s) are you highlighting?**

On March 8, to celebrate International Women's Day and the launch of the Inform Women, Transform Lives campaign, we launched the first gender equality website of the government of the city of Buenos Aires. This website is a unique access platform for women and the LGBTQI+ community to find all the 60-plus services offered by the city. These include the Mapa de Cuidados (Care Map), BOTI gender violence hotline, employment counseling office, training courses, and the Women Business Owner City Credit.



## Why did you choose to focus on these services?

We chose services that target women from different social strata and that fundamentally address women's economic and physical autonomy, as this is the conceptual framework that underpins the city's gender equality strategy. Through these services, women will be able to learn about and access answers to solve different problems they face, such as the wage gap, gender-based violence, the organization of family care, barriers to accessing the labor market, finding financing for entrepreneurship, and more.

## How are you using the Inform Women, Transform Lives grant to reach more women?

The grant supports development and maintenance of the gender equality website, which just in its first week had 9,800 visitors to the website, 89% of them women.

## More generally, why do you think it's important for women to have access to information?

Access to information for all women in the city is a key tool for reducing inequalities. It promotes physical and economic autonomy for all women, so that they can enjoy public spaces safely, be free from violence, fully enjoy their sexual and reproductive rights, be strategic protagonists of economic development, and occupy decision-making and leadership positions in both the public and private sectors.

Access to information on social, economic, cultural, and political rights and opportunities is fundamental to building trust in society, promoting transparent institutions, and, most importantly, strengthening communities.

