INFORM WOMEN, TRANSFORM LIVES CAMPAIGN

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

Since 1999, The Carter Center has served as an international leader in advancing the right of access 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. It is now time to share this work more globally.

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

THE CARTER CENTER
WHY JOIN THE CAMPAIGN?

THE INFORM WOMEN, TRANSFORM LIVES CAMPAIGN AIMS AT ENSURING THAT WOMEN CAN SEEK IMPACTFUL INFORMATION FROM GOVERNMENTS AND THRIVE IN THEIR COMMUNITIES.

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 it better meets the needs of your community
6. Facilitate alliances and trust between your government and citizens around shared values and mutual interests
7. Share your successes and lessons learned with cities around the world
8. Establish your city as a world leader and driver of change
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.

Giving the community 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 best distribution of resources, ensures consistency in the application of policies, and helps reduce time-consuming bureaucratic bottlenecks.
EVIDENCE SHOWS THAT OUR COMMUNITIES ARE MORE SECURE, PEACEFUL, AND PROSPEROUS WHEN WOMEN HAVE EQUAL RIGHTS AND OPPORTUNITIES.

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 supports better decision-making for their families. With genuine access to information, women can transform their lives, families, and communities.
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 CAMPAIGN WILL LAUNCH AMID THE ONGOING PANDEMIC- AS CITIES, COMMUNITIES, AND FAMILIES START TO RECOVER AND REBUILD.
THE CAMPAIGN

The Carter Center seeks to cultivate a movement for women’s fundamental right of access to information. In the fall of 2020, the inaugural Inform Women, Transform Lives campaign will launch in 10-20 cities around the world.

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 IMPACT THAT INFORMATION HAS ON WOMEN, FAMILIES, AND THE WIDER COMMUNITY.

CITY GOVERNMENTS HAVE A DIRECT IMPACT ON PEOPLE’S EVERYDAY LIVES, AND PARTICIPATING CITIES WILL EXPERIENCE FIRSTHAND THE TRANSFORMATIVE IMPACT THAT GIVING WOMEN ACCESS TO INFORMATION CAN HAVE.
ELEMENTS OF THE CAMPAIGN

1. City-based media campaign to raise awareness
2. Municipal governments facilitate improved access to information for women
3. Inform-empower toolkit
4. Complementary programming from civil society partners
5. Digital peer network platform
6. Advisory group and champions
7. Enhanced global policy on women’s access to information
ELEMENTS OF THE CAMPAIGN

1. CITY-BASED INTEGRATED MEDIA STRATEGY TO RAISE AWARENESS ON THE TRANSFORMATIVE POWER OF WOMEN’S ACCESS TO INFORMATION
   The central element of the initiative will be a local media campaign to raise awareness about women’s right to information and its value. In coordination with local governments, The Carter Center will use traditional and social media, billboards, posters, and local cultural channels to elevate the transformative impact a woman’s right to access information can have.

2. IMPROVE CITY GOVERNMENT’S CAPACITY TO FACILITATE ACCESS TO INFORMATION FOR WOMEN
   The Carter Center will host an intensive workshop for mayors and key representatives from the inaugural cities to build capacity, share lessons learned, and develop concrete actions across as many as three issue areas: municipal services, social protection programs, and education. Participating cities will commit to releasing at least 10 pieces of critical information as part of the campaign.

3. INFORM-EMPOWER DIGITAL TOOLKIT
   The Center will develop an open-source toolkit with step-by-step guidance on how all relevant stakeholders can ensure women’s right of access to information. This digital toolkit will include best practices, effective issue-based approaches, and digital templates for various materials, including posters, brochures, billboards, etc.

4. ENGAGE CIVIL SOCIETY TO COMPLEMENT WORK OF CITY GOVERNMENTS
   The Center will provide small grants and technical assistance to local civil society organizations so that they can undertake activities to engage or assist women in seeking and using public information, thereby demonstrating the value of access to information and developing a series of success stories for the campaign.

5. PROVIDE A DIGITAL PLATFORM FOR CONTINUED LEARNING AND KNOWLEDGE SHARING
   The Carter Center will launch a digital network platform to help facilitate learning and knowledge sharing among local government representatives and partners. The platform will house resources and feature 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 and to elevate the successes and best practices from the campaign to help inform and drive relevant policy discourse and decisions.
DIRECT BENEFITS FOR YOUR CITY INCLUDE:

The inaugural cities will pioneer a new chapter of innovative and exciting work toward ensuring women’s access to information. By joining the Inform Women, Transform Lives campaign your city will contribute directly to this transformative global initiative.

**RECOGNITION AS A VANGUARD CITY ON TRANSPARENCY AND GENDER EQUALITY:**

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

**GLOBAL NETWORK:**

You will be able to participate in a global community of cities committed to the importance of women’s access to information.

**TECHNICAL SUPPORT AND RESOURCES**

Your government’s ability to ensure women’s access to information will increase with:

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

**MEDIA AND CAMPAIGN SUPPORT:**

You will be given a local integrated media strategy and customizable campaign materials to help raise awareness of the Inform Women, Transform Lives campaign and elevate critical messages.

**CIVIL SOCIETY SUPPORT:**

Civil society groups in your area will receive small grants to supplement 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.

Throughout the campaign, there will be ways for everyone to be involved – whether as a local government or civil society partner, a champion, or as an individual compelled to learn more and take action to support women’s 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 inaugural partners. The process is competitive, and the best applications will be selected. Be creative and compelling in demonstrating your interest in joining the global Inform Women, Transform Lives campaign.

WHAT YOU NEED TO APPLY:

1. COMPLETED APPLICATION FORM (AVAILABLE HERE), INCLUDING
   A. SUPPORTING LETTER OF INTEREST FROM A MAYOR OR LOCAL GOVERNMENT LEADER ILLUSTRATING COMMITMENT TO THE CAMPAIGN.
   B. SHORT VIDEOS OR WRITTEN NARRATIVES ANSWERING THE FOLLOWING QUESTIONS:
      1) WHAT IS YOUR COMMITMENT TO WOMEN’S ACCESS TO INFORMATION AND WHY?
      2) WHY DOES GENDER EQUALITY MATTER TO YOUR CITY?

2. 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 equality, level of detailed interest and willingness to support and participate in the campaign, geographical location, and strong local government-civil society partnerships.
ALL APPLICATIONS AND MATERIALS MUST BE RECEIVED BY:
SUNDAY SEPT. 20, 2020

CLICK HERE FOR APPLICATION FORM

OR EMAIL: LAURA NEUMAN, DIRECTOR, RULE OF LAW PROGRAM AT INFORMWOMEN@CARTERCENTER.ORG
INFORM WOMEN, TRANSFORM LIVES

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

WWW.CARTERCENTER.ORG