



**INFORM**  
WOMEN,  
**TRANSFORM**  
LIVES

# CITY SPOTLIGHTS

## AMMAN, JORDAN



**H.E. Dr. Yousef Al-Shawarbeh,**  
Mayor of Amman

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 the mayor of Amman, H.E. Dr. Yousef Al-Shawarbeh.

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

We are highlighting empowerment programs provided by the Amman municipality—these are free services to people in Amman. We are focusing on supporting women who have cottage industries (making crafts or foods at home) in receiving a business license to allow them to sell their goods. We also hope to provide training for women starting home businesses and public space for them to sell their goods.



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

These programs enable women to play a positive and effective role in local community development programs in the city, and also promote local and international efforts to raise the standard of living in Amman. Through this, women can achieve a safe and dignified life for themselves and their children.

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

During the campaign, we hope to reach 8,000 women with our empowerment programs. We will use the grant to create a website to promote women's products, make posters and promotional videos, perform empowerment training, and carry out a promotional campaign through a contract with an advertising institution.

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

Women's access to information enables them to make the right choices in their lives, which reflect positively on them and their families and the entire community. This enables them to take an active, effective, and positive role in society.

