

#Merezcounacalle, a project aiming to bring equality to street name signs selected by Google

LOCATION: Cártama (Málaga)

LENGTH: 1'37"

SUMMARY: A project developed at a high school in Cártama (Málaga) is one of the 36 initiatives selected by Google at a world level. It's #Merezcounacalle (or #Ideserveastreet), a project developed by the students of the Cartima High School and led by teacher Rosa Liarte, who has participated in training sessions organised by Google in Stockholm. They aim to bring equality to street name signs.

VTR:

We see street name signs every day but, have you ever realised that most of the streets are named after men? This is what the students of this high school of the Malaga village of Cartama are studying, thanks to the project promoted by teacher Rosa Liarte, whose initiative was selected by Google.

Rosa Liarte
Cartima High School Teacher

"I was studying microsexism and I realised that there were many streets named after men and only a few named after women."

Google launched a call for innovative projects at a world level and 600 were presented. This was one of the 36 selected initiatives, and that's why Rosa could attend to the training sessions organised by this company in Stockholm.

Rosa Liarte
Cartima High School Teacher

"I was very surprised when I discovered that I had been selected. And the experience of going to Stockholm, to the Google office... It was something that I will never forget."

The students analysed the street names of several municipalities of the province of Malaga with the help of apps such as Google Maps. And the result was quite shocking.

Rocío Martín
Cartima High School Teacher

"It was working, they realised that it was more important than they thought, because the difference was huge".

Rosa Liarte
Cartima High School Teacher

"Not even a 20% of the streets are named after women."

Helena Milla
Cartima High School Student

"It was quite shocking to discover the existing sexism in the streets."

Laura Gálvez
Cartima High School Student

"We have studied many important women in the Social Changes subject and I don't think it's fair that their names aren't out there."

Marta García
Cartima High School Student

"I was a bit shocked because many important women don't have a street named after them."

The project has its own site, where all the data obtained from the study of each analysed municipality is contained. The good news is that more villages are joining this project.