Scaling Global South Climate Solutions | Métele Pedal - Bogotá, Cali and Montería (Colombia)



Métele Pedal connects independent cycling organisations across Colombian cities into one long-term movement, with the governance and advocacy capacity to improve urban air quality and expand clean, active mobility.

Challenge

Transport drives around 30% of Colombia's CO2 emissions and is a leading source of urban air pollution, the largest environmental health risk in Latin American cities. Bogotá has one of the region's most extensive cycle networks, yet everyday use stays low: the policies that would make cycling a real option are missing or unenforced, and riders face personal insecurity, bicycle theft, harassment of women cyclists and unsafe streets. The organisations that know those barriers best have deep technical and hands-on expertise, but worked in isolation, without a shared governance system or the advocacy, communications and coordination capacity to reach the rooms where policy is decided.

Solution

Created by Movilizatorio in 2020 and co-created with 70+ cycling organisations in Bogotá, Cali and Montería, Métele Pedal is a movement of cycling collectives organised to drive behaviour change and policy influence on clean air and active mobility. Collectives take part in decision-making spaces with national and city authorities, train in advocacy, public policy and strategic communications, and steer the movement through a shared governance structure of committees. They run their own campaigns and social media content, plus street activities and citizen challenges where the barriers to active mobility are toughest, generating citizen data that becomes technical argument before ministries and city halls.

Collectives act as policy actors, not beneficiaries, and the model is built to replicate: methodological guide, an autonomy toolkit for financial and political independence, and a Mexico scoping that mapped 27 actors, 21 barriers and 19 opportunities.





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Impact - Timeframe 2020–2026

Source: Métele Pedal programme monitoring, Movilizatorio. Mobilisation: 8.2M+ people reached on social media; 8,200+ attendees at citizen challenges; 1,000+ people trained in advocacy and public policy; 70+ collectives coordinated across Bogotá, Cali and Montería; educational campaigns reaching 1M+ people; and Latin America's first Cityzens Hub, created with UrbanBetter, where young people generate their own air quality and mobility data and use it for advocacy in their cities. Policy: 200+ meetings with decision-makers and 75 participatory dialogue spaces; support to Colombia's National Active Mobility Strategy and National Development Plan, plus a collective action plan with the Ministry of Transport; 11+ provisions secured in local development plans on air quality, participation, cycling infrastructure and road safety; and comments incorporated into the draft decree regulating Bogotá's Urban Zones for Better Air, now in force as Decree 492 of 2023, first zone declared in Bosa-Apogeo.

Partners

- Community: 70+ cycling collectives and organisations in Bogotá, Cali and Montería, including women cyclists' collectives, co-creators and implementers.
- Government: Ministry of Transport of Colombia (National Active Mobility Strategy) and district and municipal authorities in the three cities.
- Technical and campaign partners: UrbanBetter (citizen science, Cityzens Hub), Breathe Cities, Clean Mobility Collective, plus 10+ formal alliances with companies, universities and institutions.

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