



MOVILIZATORIO
Connecting for change



ANNUAL
REPORT
2024



STRENGTHS



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Dear allies and the Movilizadorio community:



On this journey of collective transformation, one word remains steadfast on our horizon: justice. And not just any justice, but **socio-environmental justice**—woven from citizen power, collective action, and a deep connection to the territories.

The year 2024 challenged us, but it also reaffirmed our purpose: **to activate the power of citizenship to drive real, sustainable, and equitable change.** We achieved this by strengthening communities, designing tools, building networks, and above all, listening. We listened to women leaders in marine-coastal ecosystems, to youth fighting for their future, to cycling collectives redefining public space, and to historically invisible communities who now raise their voices powerfully in both local and international arenas.

We are driven by the conviction that change does not happen in isolation. Beyond numbers, what truly inspires us is seeing how communities embrace change and lead their struggles based on their own realities and knowledge.

This is the heart of our theory of change: when we strengthen capacities and renew our commitment to collective action, we lay the foundation for transforming behaviors, policies, and narratives toward a more just future.

This year, we also looked inward. We reaffirmed that the well-being of our team is key to sustaining our impact, by consolidating our organizational strategy and structure. We know it's not just about what we do, but how and with whom we do it. That's why we are focused on promoting strategies of regeneration and connection—with purpose and with nature—to keep the work alive without depleting people or social movements.

Thank you for believing, for joining us, and for being part of this movement. We will continue to mobilize ideas, people, and decisions that bring us closer to a more just, more equitable, and more vibrant world. Because the power of citizenship not only transforms; it also cares for, sustains, and reimagines the future.

With gratitude and hope,

Juliana Uribe
CEO, Movilizadorio



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MA

Together, We Transform the World

N

MANIFESTO

FES

*At Movilizadorio, we make
change possible. We invite
you to be part of our
movements. Because
with you, we transform
the world.*

TO

We are Movilizadorio, a Latin American laboratory **led by women and youth**, driven by the belief in a world where major decisions are not guided by individual interests.

We turn ideas into action and apathy into social and environmental movements that leave a global mark. We are pioneers in designing comprehensive, tailor-made solutions that connect people, organizations, media, and resources to make change possible.

We are committed to driving collective action and strengthening capacities to activate a transformative citizen power that places socio-environmental justice at the heart of our future.

We trust in hope as a driver of change and work toward results with tangible impact. We believe that every action, no matter how small, adds up in the journey toward a better world.



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ORGANIZATIONAL MODEL



What We Do



Movilizatorio activates citizen power **to promote socio-environmental justice.**



How We Do It



We strengthen the capacities of civil society groups and coordinate collective actions to boost citizen participation and influence in political and civic processes.



Why We Do It



Our purpose is to institutionalize **equitable, democratic, and sustainable policies,** behaviors, and narratives that enable socio-environmental justice.

OUR DIFFERENTIALS

We design comprehensive solutions to complex problems.

We build authentic and deep relationships to generate sustainable impact.

We organize with agility to respond to changing environments.

We combine deep local knowledge with strong global connections.



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OUR *THEORY*

If we enable collective actions and/or strengthen the capacities of civil society groups, **we can drive citizen participation and influence in political and civic processes** to promote the institutionalization of equitable, democratic, and sustainable policies, behaviors, and narratives **that guarantee socio-environmental justice.**

OF *CHANGE*



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How do we achieve **our goal** of socio-environmental justice?



We empower local communities to lead their own struggles, **strengthening their political and social advocacy capacities** while dignifying their role in environmental conservation and territorial defense. **Through participatory methodologies, we connect them with decision-makers and amplify their voices in local, regional, and international arenas,** placing their agendas at the center of key discussions and promoting sustainable practices that are respectful of their realities.



In doing so, we not only reinforce their autonomy, but also advance socio-environmental justice globally.



This approach ensures that communities participate in and **lead change processes from their own perspectives and needs**, while also contributing to global awareness of fundamental **socio-environmental justice issues that have historically been made invisible.**



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SOME OF THE **OVERALL** **ACHIEVEMENTS** **WERE:**

Strengthened community

capacities to increase knowledge and advocacy skills among **civil society groups**, enabling their active participation in **decision-making processes**.

Collective actions with tangible

impact, through active and coordinated participation of **communities and civil groups**, influencing the creation and reinforcement of public policies oriented toward sustainability and equity.

Influence on democratic narratives

and behaviors via **communication campaigns and pedagogical strategies** aimed at positively transforming perceptions and behaviors toward socio-environmental justice.



▸ Manifesto

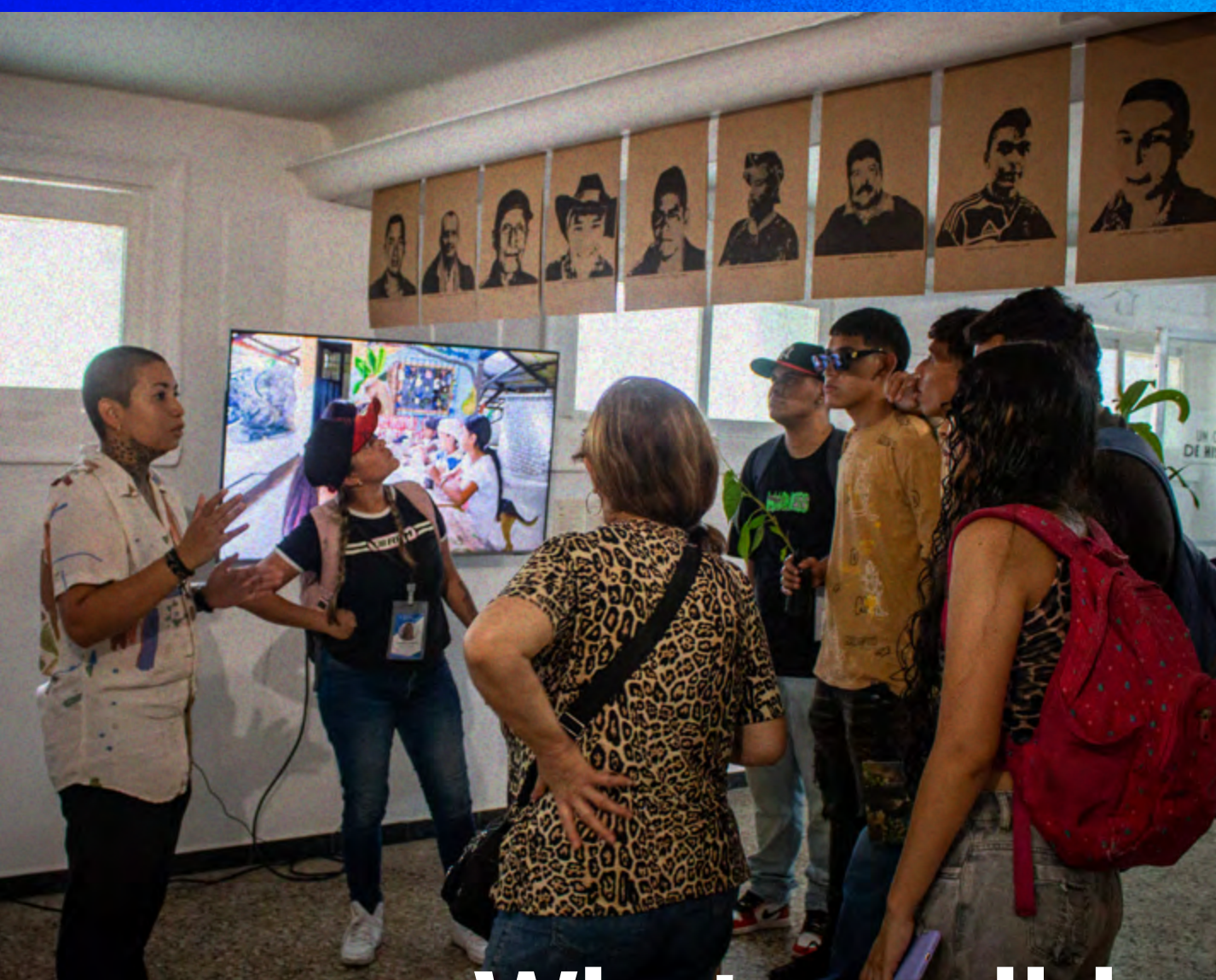
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What we did to strengthen capacities?

We designed participatory processes based on diagnostics and community consultations to ensure solutions tailored to their needs, respecting their knowledge and supporting their initiatives.

Through workshops, educational resources, and accessible strategies, we promoted mutual learning and context-sensitive adaptation.

We also developed practical tools such as toolkits, mentoring programs, and bootcamps to train communities in political advocacy, communication, and technology, with an intersectional approach that fosters diverse leadership. **Using collaborative networks, we connected actors and territories,** expanding their capacity for action and strengthening their role in key decisions through projects like *A Seat at the Table*, *Incidir para Existir*, and *Mae Kiwe*.



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1 manifesto

co-created with **women
leaders from marine-coastal
ecosystems** to amplify their voices
in decision-making spaces



1 free e-learning platform

in Spanish on **media literacy**.



1 chatbot

designed and implemented on
WhatsApp for digital security.



1 methodology,

Conversando con Voz, created to **exchange
and present collective well-being demands** and
alternatives between **citizens and decision-makers**.



3 guides

developed to **empower**
different audiences.*



9 toolkits

created and implemented in
various communities.**



3166 participants

in training sessions

*Audience-specific guides tailored to community needs.

**Toolkits adapted for political, technological, and communication-related
empowerment in diverse territories.

[🔗 Guides](#)

[🔗 Toolkits](#)

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What we did to promote collective action?



▾ **Project**
Incidir para Existir



▾ **Project**
Red de Mujeres originarias



▾ **Project**
Mae Kiwe



We focused on strengthening networks that connect diverse actors at various levels, promoting collaboration around joint agendas and shared goals. This led to the formation of alliances such as the **marine-coastal women's network** and intercultural spaces like **Incidir para Existir** and the **Mae Kiwe** nodes.

We prioritized trust-based and horizontal relationships, **fostering open dialogue that empowers active participation**. Additionally, we implemented strategic tools such as educational campaigns and counter-narratives to enhance the advocacy capacities of civil society groups and amplify their voices in key spaces.



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1 mobile app

—**Ojo a la vida**— launched to promote the safety and information access for social leaders and sustainable mobility collectives.

4 countries

— **Argentina, Chile, Colombia, and Mexico** — incorporated media literacy training programs for students and teachers at national and local levels.

5 participatory platforms

developed for advocacy purposes.

🔗 **Declaratoria Rumbo Verde** 🔗 **Enriquecer El Clima**
🔗 **De La Mano Con La Justicia** 🔗 **Cortina De Humo**
🔗 **Sin Matrimonio Infantil**

6 youth agenda priorities

Included in Bogotá's Development Plan.

11 green agenda priorities

included in the development plans of **Bogotá, Cali, and Montería.**

13 dialogue spaces

held with **decision-makers** around youth well-being **demands and proposals.**

Conversando con Voz: 2 Bogotá city council members, 3 congresspeople, 1 Bogotá secretary, and 4 representatives from secretariats in Cali.

100 Influencers for the Energy Transition: 104 participants — 17% from the public sector, 10% from unions, 14% from academia, and 17% from the business sector.

- **Argentina**
- **Chile**
- **Colombia**
- **Mexico**

33 campaigns

conducted on themes such as **environmental protection, sustainable mobility, energy transition, media literacy, digital security, and citizen oversight.**

45
effective
institutional
responses to
citizen demand.

C O P 1 6

+120 causes represented

at **Casa Pa' Voz during COP16** — including those of **Afro-descendant, Indigenous, and fishing communities;** youth and women's collectives; and the cycling movement.

291 people

took part in **advocacy spaces such as the COP, Mobility Week in Cali, Conversando con Vos, and 100 Influential Voices,** raising demands and exploring opportunities for collective action.

566 people

connected through 10 networks that were created and consolidated

- Métele pedal
- Metamorfosis
- Casa pa' voz
- Activa Buenaventura
- Rumbo Verde
- GOT y ASATT
- Creadores del mañana
- Incidir para Existir

- Transición Energética
- Guardianas del oceano de Latam y Caribe

+5 million

people reached through the digital channels.

+33 million

people reached through 18 campaigns.



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STRATEGY, *PURPOSE*, AND IMPACT MEASUREMENT

Team

**3 women
co-funders**

75%

of **managment
positions** held
by **women**

2 victims of the armed conflict

49 women

2 non-binary individuals

5 nationalities

8 individuals from the LGBTIQ+ community



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We strengthened our identity and structure for the future

Over the past two years, we have consolidated our strategy and purpose with a **clearer focus on team well-being**. After eight years of work, this process has reinforced our identity and defined our path forward without compromising our essence. **We also optimized talent management and our organizational structure**, improving internal processes and clarifying roles to ensure balanced and sustainable growth.



▸ Event
Staff meeting 2025



▸ Event
Borondo - Casa pa' voz



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Key metrics to measure progress

To evaluate **our impact and the efficiency** of our processes, we have defined **five key perspectives**, each grounded in principles that support our core purpose:

Social: We activate citizen power for **socio-environmental justice**, encouraging the adoption of values and attitudes, **the mobilization of civil groups, and the strengthening of their capacities.**

Financial: We pursue sustainable growth, **ensuring financial soundness** and strengthening our working capital.

Client:
We create memorable relationships with our allies and participants, **prioritizing value-based relationships, funder satisfaction,** and positive experiences for those engaged in our initiatives.

Processes:
We are **agile, flexible, and efficient** in proposal development, project management, fundraising, and team dedication.

Learning and Growth:
We invest in **talent, leadership, and team well-being**, fostering a positive environment in terms of organizational climate and overall wellness.



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Knowledge

MANA- GEMENT

...

We continue to strengthen knowledge management within the organization by **identifying, systematizing, and organizing key learnings**. To do this, we developed tools and spaces that enable the collection, storage, and sharing of information in a way that is accessible to the entire team.

This process was structured into three stages:

1. Socialization

2. Capture Analysis

3. Consolidation

We also designed the **MOVILIZATORIO KNOWLEDGE ROUTE**, a navigation map categorized by topics and resources that facilitates access to strategic information and optimizes the transfer of knowledge across the organization.



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Movilizatorio

knowledge route

01 Guides

We offer **guides that document the procedures** of our areas of work, making internal organization and management more efficient.



02 Methodologies

This section includes the main **methodologies developed** by our team.



04 Tools

We provide **lists, mappings, and other resources** used by the Movilizatorio team, designed to facilitate daily work.



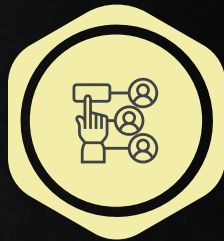
06 Monitoring and Evaluation

This section contains the tools our team uses to track and **evaluate the progress of our projects**.



08 Communications

Here you'll find various **communication and design** resources created by the communications team.



03 Products

Here we compile a variety of materials showcasing the **outcomes and learnings** from different projects and processes.

05 Learning Transfer

This includes both developed and in-progress inputs aimed at **strengthening knowledge and internal training**.

07 Follow-up

We include **reports and follow-up activities** documenting the implementation of initiatives under the knowledge management framework.

09 Mobilization

The mobilization area has developed a variety of **resources** archived in this folder.



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▾ **Casa Pa' Voz**
Red de Mujeres Originarias Team



UNFORGETTABLE MILESTONES

CASA PA' VOZ COP 16

“ Over the past year, our collaboration with Movilizadorio has helped us define what, how, and why we want to communicate. It has also strengthened various skills and tools that have empowered the women of the Network to act more autonomously. ”

Graciela Escorza Paredes, technical team of the Network of Indigenous Women for the Defense of the Sea.



A background image showing a man in a light blue shirt looking at a colorful mural on a wall. The mural features various shapes like circles and rectangles in shades of green, yellow, and purple. The scene is outdoors, with a building and some foliage visible in the background.

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Our commitment to participate in COP16 emerged from a desire to leverage the Green Zone, which for the first time was open to the public without accreditation, making the event more accessible to everyday citizens.

Although COP16 brings together experts, activists, media, and decision-makers, public access remains limited. That's why we proposed an alternative space that would overcome the economic and technical barriers that often exclude communities from these global conversations.

Casa Pa' Voz was born as a convergence point, allowing us to amplify stories, connect movements, and elevate the voices of Indigenous peoples, local communities, and Afro-descendant leaders. It also facilitated dialogue with policymakers, strengthening the fight for environmental justice from a diverse and collective perspective.

Among the events hosted, 30 were made possible for organizations that could not afford to organize them, thanks to the support of partner organizations who joined us in our dream of amplifying participation and voices.

Casa Pa' Voz* became a reality thanks to the support of the *Alianza Potencia Energética, made up of Periodistas por el Planeta, Emerger, Transforma, Artyc, and Movilizadorio.

It was a space for gathering, recharging, and inspiring— a symbol of unity and resistance for socio-environmental justice at the heart of the Green Zone.



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- A candlelight vigil with over **500 participants**.
- **11,000 daily visits** to the agenda webpage.
- A theatrical performance with **200 participants**, in tribute to those who defend life.

● **120 causes represented**

● **75 events**

● **Over 3000 attendees**

160.000
people reached
on social media

- **500+** people sought directions to the venue
- **250 faces** featured in the *Inside Out Project* installation
- **320 people** and a 5 km route during the *Borondo por las Aves y las Mariposas* walk

● **Hosted 30 events at no cost for grassroots or budget-constrained organizations**

● **2 weeks of activities**

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El Avispero

Official member of the OPEN Network

Since 2020, El Avispero has collaborated with the global OPEN network to strengthen its campaigns and broaden its advocacy impact. In 2024, it became the second Latin American organization to become an official member. This enabled the adoption of innovative strategies and participation in global initiatives such as **#TaxTheBillionaires**, which influenced the G20 final declaration.

As an OPEN member, **El Avispero** is committed to **enhancing citizen advocacy and collective action** in Colombia using proven tactics.

Advocacy Wins



Increased funding for Bogotá's fire department following wildfires in the Eastern Hills — the **Cortina de Humo** campaign was a joint effort with **Métele Pedal** and **mETamorfosis**.



Abolition of child marriage via Bill No. 297 of 2024, supported by **Alianza por la Niñez**.



Final approval of the Escazú Agreement by the Constitutional Court, in partnership with Juan Pablo Sierra.



Inclusion of a wealth tax on billionaires to finance climate projects in the Global South, as part of the G20 declaration — **a campaign led by Brazilian organization Nossas**.



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WE BECAME A FISCAL SPONSOR

In 2024, Movilizadorio embraced the challenge of becoming the fiscal sponsor of the *Alianza Potencia Energética*, venturing into a new role in strategic fund and partnership management. This step not only adds value to the ecosystem but also enhances our capacity to channel resources to emerging organizations.

Thanks to our financial and administrative strength, we managed funds and coordinated strategies in consortia with allies such as the **Emerger Fund, Artyc, Periodistas por el Planeta, and Transforma.**

This approach, aligned with our vision of collective action, allows us to tackle complex issues at a larger scale and maximize the impact of joint initiatives.

The initiative implements strategies of regional coordination, community mobilization, communication, and advocacy to accelerate change at the local, national, and regional levels.

Alianza Potencia Energética
Coalition's Team



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PART NERS

IMPLEMENTATION PARTNERS

ACOSOL; Artemática; Red Activa Juvenil; Asociación de Pescadores de Tamalameque Puerto Bocas - ASOPESTAPBOC; Asociacion de Vivienda Agropecuaria y Productiva Para El Desarrollo ; Asociación Juvenil Sankofa Nuestras Raíces & Costumbres; Asociación Pescando Sueños de Paz; Asociación Rizomas Para La Preservación Ambiental y Cultural Andinoamazónica; Awala; BiciactivaFM; Central Unitaria de Trabajadores (*CUT*); CGT; Chemonics; CIPAME; SINTRAELECOL; Climate and Land Use Alliance; Climateworks Foundation; COCOMACIA; Colectivo Monte Adentro; Colombia Inteligente; Comité Ambiental Comuna 6 y Distrito de Medellín; COOMUSTIER; Coopesolidar; Corporación El Bosque de Todos; Corporación Maleza; Creadores del Mañana; CREER; CyP Energía; Editorial Kutusoma; Energética de la EAN; Erco Energía; ERE (*Engativá Resiste con Ellas*); Juventud 500; La Palabra que Construye; Etnias Plaza; European Climate Foundation; FHI 360; Ford Foundation; Fundación Amar y Sentir de Corazón-Funasenco; Fundación Avina; Fundación Biósfera del Anáhuac; Fundación Casa Mangle; Fundación El Taller del Re Uso; Fundación Mundo Ecostenible; Fundación para el desarrollo sostenible de Palenque (*FUNDESPAL*); Fundación Verez y Saberes; Global Alliance of Territorial Communities; GOOGLE LLC; Grupo Juvenil Bichos; Hablar de Energía; Hecatombe UGC; Integrados LA; Juventud Sur Oriente; Kontento Design; Mamacitas en bici; Meridian Institute; Meta Platforms Ireland Limited; Miconias Reserva Natural; Ministra de Asunto de Género de Costa rica); National Endowment for Democracy; OAK Foundation; Oceans 5; OEI; Open Society Foundations; Organización de Estados Iberoamericanos; Pedalea Proyecto; Plataforma Distrital de Juventud; Plogging Colombia; Red de Guardianes del Mañana; Red de Mujeres Originarias; Red de Mujeres Originarias por la Defensa del Mar; Red de Pescadores a Pequeña Escala ASATT; Redes de Capacitación de Google; Redes de Mujeres Pescadoras; Semillero de Transición Energética de la Universidad del Magdalena; SINTRACARBÓN; SINTRADEM; SINTRAMINENERGETICA; Surgente; Tenure Facility; The Invisible Thread; TIKTOK; UNDEF; UNESCO; Urban Movement Innovation Fund; USAID; War Child; Wildlife Conservation Society;Movimiento Juvenil Álvaro Ulcué Chocué en Caloto y Jambaló; Kuna Luna; Changuito visual; Redsodech; AJODENIU; Funalbi; Reyes de la Selva; F.A.C.E; Neponowerara; Bacan Rola; Bici Activa; Bici Cultura Usaquen; Bici Parchadas; Bici+O; Bicitaller Comunitario & Para Tu Bici; BiciClick; Bicinema; Bicitour X Cundinamarca; Bike The Way; Boxi Mensajería;Bonitas En Bici; Curvas en Bici; El Avispero; En Bici Es Mejor, Escuelita de Patios; Fonti Rueda; Fundación Gero; Historias Rodantes; Locomotora; Mamacitas en Bici; ManchBikes; Montaña Sureña; Movelo; Movilizadorio; Orgullosamente Ciclista; Paca Digestora Silva; Pedalea; Reclámalo: Rueda Como Niña; Teusaca Tu Bici; Una Rola en Bici; Universidad de la Salle; ZAZU; Sandía Mess; Jóvenes por la Vida; Fundación Chowe; La Rueda Mensajería; Karo Mess; La Burrita; A la hora 30; Bee Mensajerxs; Bicilab; Biciparchadas Cali; Cicloamigos; Integrados; Los Utopicos; Oskargo Nuestra Pedagogía; Zoom Bicimensajería; Tángara; Carlos Acosta Mensajero en Bici; Ciclo Águila; Movimiento Nacional De Niños, Niñas, Adolescentes Y Jóvenes Gestores De Paz ; Costumsbicke; Club Biker Family; Ciclismo MTB; Family Runner; La Fuerza de la Bici; y MTB Montería.



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GLOBAL IMPACT

*Total social investment
and executed projects*



- MOVILIZATORIO
- DIGIMENTE
- WORLD FISH
- CIELITO LINDO
- SÚMATE AL JUEGO
- GUARDIANES DEL MAÑANA
- GLOBAL SUMMIT ON SOCIAL INNOVATION
- A SEAT AT THE TABLE
- SOY DIGITAL

37
projects
in 2024

Total investment=
11 billion Colombian pesos



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