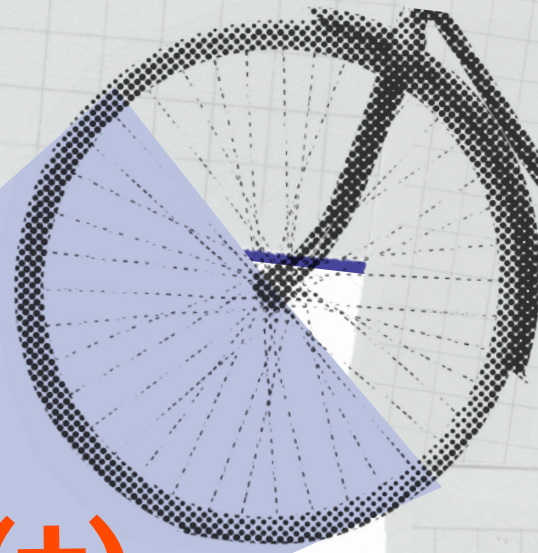


† In memory of Cecilia Melgar Bravo (1996–2023), a tireless advocate for urban mobility and cyclist safety.

Cecilia Melgar (†)



Cecilia Melgar Bravo was a passionate environmentalist, cyclist, and public manager from Lima, Peru. A graduate of the Pontifical Catholic University of Peru (PUCP), she was deeply involved in youth-led movements for sustainability, including the Red Universitaria Ambiental and the Mesa Bici. In 2019, she co-organized the World Bicycle Forum, energizing the cycling movement across Latin America and advocating for cities that respect life and the environment. At just 26 years old, Cecilia tragically lost her life in a road crash while riding her bicycle to work. Her passing became the driving force behind the Red por la Convivencia Vial, a coalition advocating for safer and more inclusive streets.

Her legacy lives on through Pedalea Seguro, a youth-led project supported by the Global Youth Coalition for Road Safety, which promotes cycling as a safe and efficient mode of transport by improving infrastructure, raising public awareness, and building partnerships for a bike-friendly Lima. Cecilia's memory is a reminder that behind every bicycle is a story, a dream, and a life worth protecting—her spirit continues to guide us with empathy, courage, and love.



Lima, Peru

Jeffrey Jossepy Leandro Díaz

He was so kind to answer the questions for this profile on Cecilia's behalf.

Jeffrey has been continuing and honoring Cecilia's legacy with great enthusiasm and commitment. He represents Lima in the global BYCS network, promoting the bicycle as a driver of social and environmental change. Through Pedalea Seguro, he advocates for public policies, safe infrastructure, and citizen participation. He collaborates with governments, companies, and organizations to build a more human, sustainable, and cycle-inclusive city.



Transport systems can be considered inclusive only if...

Ceci believed that a truly inclusive, feminist, and equitable transport system must ensure safe, dignified, and accessible mobility for everyone — especially those historically overlooked in urban planning. To her, cities should not revolve around cars, but around life. She championed bike-friendly infrastructure, accessible public transit, and safe pedestrian routes, particularly for women, girls, people with disabilities, and youth. Ceci viewed the city not merely as a space to move through, but as a place to live with joy, connection, and care. In her eyes, a feminist transport system must recognize vulnerability as a source of insight and design around care and community. It must listen to the least heard and prioritize their everyday needs. Ceci's vision — rooted in environmental consciousness and a deep love for justice — continues to guide the work we carry forward today, with tenderness and determination.

If Ceci was in power of our transport systems, the first thing she would have done is...
... created streets designed for life — not for

speed. She would have prioritized building infrastructure that protects the most vulnerable: children, cyclists, pedestrians, and elders. Inspired by her environmental values, she would have promoted active and collective transport as a right, not a luxury. Her first action would likely have been the transformation of avenues into green corridors, making space for trees, safe crossings, and protected bike lanes. Ceci would have pushed for participatory urban planning, where communities lead the decisions that shape their neighborhoods. She dreamed of a Lima where people moved freely without fear, where cities breathed again, and where mobility brought people together rather than separating them. She believed that when we protect how we move, we protect how we live.

How does the current situation for (women) cyclists in your city influence your work?

Living in Lima, Ceci experienced firsthand what it meant to move through a city built for cars, not for people. Public transport often felt unsafe, and the streets were hostile to cyclists and pedestrians. These daily barriers especially limited the freedom of women and young

Ceci's work embodied the values of the Hamburg Charter: road safety, gender equity, climate justice, and citizen participation. She promoted active mobility and demanded cities that protect life and care for community. Through her advocacy — from pushing for safe cycling infrastructure to raising awareness about environmental justice — she modeled what just, inclusive, and sustainable urban transformation can look like. Her legacy reminds us that fair mobility isn't just necessary — it's possible, and urgent.

My work aligns with the
Hamburg Charter Principles!



Pacto por Ceci

people. After her passing, her story became a spark that awakened many. Moved by her example — her joy, her convictions, and her love for life — a collective movement began to grow. People came together to organize rides, create safer spaces for cyclists, and demand justice for those affected by road violence. Her memory reminded us that mobility is not only about moving — it's about living with dignity, care, and the right to feel safe in our own cities. Through her legacy, many have come to understand that mobility can be joyful, just, and deeply connected to our shared humanity.

What's the main challenge that you face in your daily work?

The main challenge is confronting institutional and societal indifference toward road violence. Often, the urgency of protecting human lives is minimized in favor of other economic or political interests. Resistance to change and the lack of commitment from authorities make it difficult to swiftly implement effective solutions that could prevent tragedies like the one Ceci experienced.

Why is it important to listen to young people?

Ceci believed that young people carry the courage to imagine what others seem impossible — and the urgency to demand it. Their voices come from lived experience, from

emotion, and from a deep desire to transform what is unjust. For her, listening to young people wasn't just about inclusion — it was about creating real change.

She understood that youth bring new ways of seeing, organizing, and building community. Ceci herself embodied that spirit: young, passionate, and unstoppable. She opened space for others to speak — especially young women in cycling and urban activism — and insisted that the future must not be built for young people, but with them. To truly reimagine our cities, we must first listen to those who live their realities with the most intensity, hope, and vision.

What would you tell other young people working in the transport field?

She would say: don't lose your tenderness, even in the fight. Let your sensitivity be your strength. Ceci believed that love — for life, for nature, for people — was a revolutionary force. To other young people, she would say: your voice matters. Your ideas are needed. Trust the value of your vision and the clarity of your feeling. Create community, protect one another, and dream loudly. She would remind us that change begins with small acts — planting a tree, fixing a bike, speaking up. And that every action has a ripple effect. She would say: we are not alone. We are many. And together, we are moving the world.

