

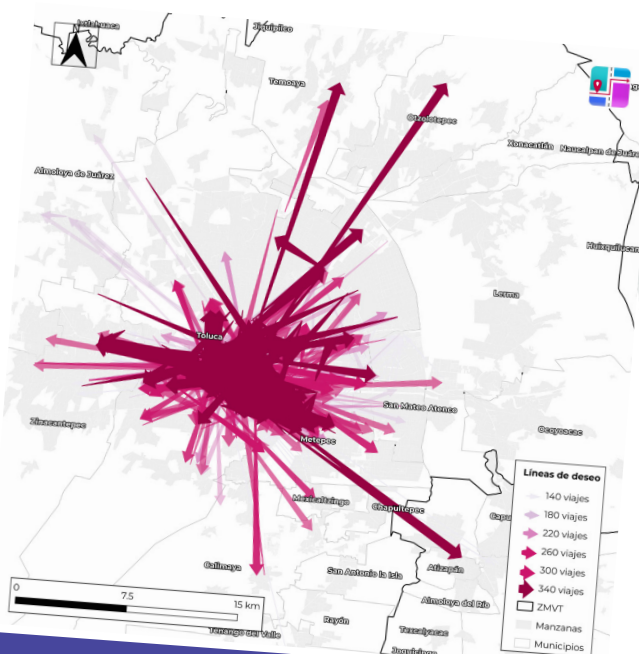
Regina Paredes Gorostieta



Regina is the founder and CEO of Muevetex, a startup transforming informal transport in Mexico through data and technology. What began as a personal effort to map bus routes in her hometown has become a movement to make public transport in the Global South more accessible and people-centered. Named one of the 30 Under 30 Young Voices in Transport by TUMI & Women Mobilize Women, she's also a UN SDSN Local Pathways Fellow and a Talent Bridges Ambassador, recognized by Madrid City Council and the Inter-American Development Bank (IDB). Regina combines her background in socio-environmental innovation.



Metepec, Mexico



Transport systems can be considered inclusive only if...

... everyone has fair access to it. Users spend nearly four hours a day commuting. Sometimes, they have to take more than three buses just to reach their destination—spending over 20% of their salary in the process. That means turning down job opportunities because there's no reliable way to get there. It means feeling unsafe as a woman on public transport. And for many, it means waiting for the day they can buy a car—just to escape the system entirely. The truth is, people don't use public transport because they want to. They use it because they have no other choice. And that's a problem. Because efficient public transport isn't just about mobility—it's about equity. When cities have well-connected, accessible transit systems, people gain access to jobs, education, and essential services. A reliable system also reduces car dependency, lowers per capita emissions, and makes cities more sustainable. As Petro Gustavo said: "A developed country is not a place where the poor have cars, but where the rich use public transportation." This means having accessible systems, integrated modes of transport, and open data that let people plan their journeys with confidence and rely on the service. Public transport should be a tool for opportunity, not a barrier to development.

If I was in power of our transport systems, the first thing I would do is...

... make public transport digitalization mandatory! When I was in university, I only knew one route—the one that took me to school every day. If I wanted to go anywhere else, I had to ask the driver or other passengers which bus to take. If you live in a developed city, this might sound odd—there are plenty of apps that provide this information, even in real time. But the reality is that almost 70% of the population in the Global South doesn't have access to transit data to plan their journeys. I got tired of this. So, I started riding buses and mapping the routes myself. That small effort evolved into a collaborative mapping strategy, which eventually led to the digitalization of 97% of the entire network. It's incredible what collective action can achieve! With this data, I led the development of the only trip-planning app in the region, turning a "no data" reality into a more accessible system for over 60,000 users. Now, imagine if we did this everywhere—where open transit data wasn't a luxury, but a basic right. I know I'll keep working to make that happen!

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

Unfortunately, every woman I know has felt unsafe using public transport—including myself.



Principle #8 Data, Transparency and Planning

Data collection is crucial for improving public transport and enabling informed decision-making. The lack of reliable data affects users, who struggle to navigate the system; governments, which lack updated mobility insights; and bus companies, which cannot optimize routes efficiently. This highlights the urgent need for digitization. When I founded Muevetex, my vision was clear: by leveraging user data, we could enhance the public transport experience and provide a mobile app for smoother journeys. Real-time alerts foster a community where users share live updates, benefiting both commuters and transport authorities. Muevetex generates valuable insights on mobility patterns and peak hours. Imagine the impact if we partnered with state governments to redesign transit systems. The potential for transformation is immense. Bus agencies, too, would benefit by using AI to optimize routes in real time, improving efficiency and reducing costs. Data collection is fundamental for effective decision-making. While the Global South still faces a significant gap in this area, more organizations are stepping up to drive change. This growing momentum is truly exciting for the future of transport planning.

My work aligns with the
Hamburg Charter Principles!



When planning a trip, we don't just think about routes and schedules; we have to consider how we're dressed, which streets we'll walk on, and stay constantly alert throughout the journey. Experiencing this firsthand made me realize that things must change. Women deserve to feel safe when using public transport. That's why, when I designed the app for Muevetex, the startup I lead, I made sure it wouldn't just help women plan their trips—it would also allow them to feel part of a supportive community. This led to the creation of the "gender violence alerts" feature (which, sadly, even needs to exist). If a woman experiences harassment or any unsafe situation while using public transport, she can send an alert in real time. With this data, we've identified high-risk areas in the city, and our goal for the future is to link these alerts directly with the police to enable immediate action. I dream of a future where no woman has to think twice before taking a bus—where my daughter, and all women, can move freely and feel truly safe. That's the future I'm working to build.

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

If being an entrepreneur is hard, being a young female entrepreneur in the public transport sector is like playing one of the toughest levels of a video game—on hard mode. First, because transport has always been a male-dominated sector. From policymakers to industry leaders, most decision-makers are men. And when you're a young woman, it's twice as hard to be taken seriously—you have to prove your value over and over again just to be heard. Second, because building a startup means choosing an uncertain path. One of my first mentors once told me: "Building a startup is a marathon, not a sprint." He knew I loved running, and that was his way of reminding me that nothing happens overnight. Patience, perseverance, and resilience are key. There's no map—you build the path as you go. And that's both the most exciting and the scariest part. Third, because the system itself is difficult to navigate. Getting a seat at the table is tough when you're not even invited into the room. Governments aren't used to working with startups, and there's

skepticism. But I believe the only way to change that is by holding on and showing, not telling. Then there's the endless wave of no's—from potential clients, investors, governments. People like to romanticize entrepreneurship as "collecting no's," but honestly, it can be very disappointing.

And still—I wouldn't trade this journey for anything. If you had told me years ago that this would be my everyday job, I wouldn't have believed you. Yet here I am. Even if I fail—because yes, that's always a possibility—I know I'll walk away with something invaluable: experience, resilience, and the biggest lesson of all: everyone has the power to create change.

Why is it important to listen to young people?

Just like the song "You Get What You Give" says—we got the dreamers' disease. But we don't just dream—we act. We believe in change, and we're working with determination to make it happen. When someone tells us something is impossible, we don't accept it. Instead, we ask: How can we make it possible? We experience the problems firsthand every day. But instead of just complaining, we innovate. We empathize, we challenge outdated systems, and we refuse to let bureaucracy silence us. We are not just thinking about the future—we are building it. We understand that technology is already here, but true transformation requires capacity-building, collaboration, and purpose-driven innovation. We don't just want a seat at the table—we want to reshape the table itself. We know how to work hard and enjoy the journey. We are committed to our mission, ready to fight for our dreams, and willing to do whatever it takes to create a better world. But most importantly, we know that we are not just the future—we are the present.

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

Opportunities aren't found—you create them. There will be many moments when you question if this is the right path. The answer is: yes, it is. Think about the impact you are about to make: a father spending less time stuck in traffic, a young woman being able to accept a job because now it's easier to get there, a mother feeling confident taking her child on the bus and people biking home safely thanks to new bike lanes. Understand the bigger picture—who the stakeholders are and the roles they play. Build strategic alliances (there are many kinds—make the most of all of them). Don't fear competition. Remember: you're all working toward the same goal—improving transport. Find your problem—the one you'd gladly work on every day, the one you'd almost tattoo on your skin (I actually have a bus tattoo... kidding! Well, not really). But you get the idea. As Steve Jobs said: "The people who are crazy enough to think they can change the world are the ones who do." Or as I like to say: "The people who are crazy enough to think they can change transport are the ones who do." Be crazy, be bold and believe in yourself—because that's the first step to getting others to believe in you.

