


INVESTIGATING BOGOTÁ

The material on pages 20 and 21 can be used in a variety of ways to support students' investigation. See some of the suggestions and starting-points shown below.

What do students know about or associate with Bogotá / Colombia? An initial brainstorm could share ideas.

Students in groups could be given this information on a set of cards. They could be asked to discuss the merits and drawback of each approach and to express a view as to whether any of these would work in their own town or city.

How do some of these key statistics compare with other cities? Is there anything that surprises students?



Key facts about Bogot:
Capital city of Colombia
Population in 2001 - 6.96 million
Percentage of Colombians living in Bogotá - 16%
Area - 1.587 sq km
Population density - 4.386 per sq km
Altitude - 2,650 m
***Life Expectancy** [2002] - 72.3
***GNI per capita** [2002] US\$ - 1,830
***Urban population** [2001] - 76%
***Urban growth rate** [2000-05] - 2.3%
 [*National data]

Strategies for building citizenship in Bogotá

Source A: Bogot Development Plans 1994-2004: A decade of citizenship


1994-97 'Fomar Ciudad' - To Form a City <i>Mayor Antanus Mockus</i>	1997-2001 'Por la Bogotá que Queremos' - For the Bogotá we want <i>Mayor Enrique Peñalosa</i>	2001-04 'Bogotá: Para Vivir Todos del Mismo Lado' - Bogotá: All living on the same side <i>Mayor Antanus Mockus</i>
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Antanus Mockus launched a period of development in Bogotá that has had a heavy focus on citizenship. This is perhaps best shown in the recent development plans for the city.


Source C: Measuring change in Bogotá

Year	Number of deaths from road traffic accidents	Number of deaths from homicide [murder]
1991	1089	2890
1992	1284	3352
1993	1260	4452
1994	1341	3385
1995	1387	3363
1996	1301	3303
1997	931	2814
1998	914	2482
1999	878	2477
2000	834	2238
2001	-	1993


Role of the Mayor
 Bogot's citizenship drive began in 1994 with the election of new mayor, Antanus Mockus. Mockus used a simple slogan T odos ponem/ T odos toman [Everybody puts/Everybody takes] as the basis of his campaign to become mayor. He saw that the future of the city must be built around greater citizenship, but that people would only obtain the benefits of citizenship if they each recognized and acted upon their responsibilities to each other and to the city.




Citizens Cards
 A simple idea initially used to regulate traffic in Bogot. Double sided cards were given out to drivers and to pedestrians. One side was coloured red with a hand and thumb pointing downwards. This was to indicate disapproval for an action. The other side of the card was white with a thumb pointing upwards as a sign of approval. If pedestrians or drivers broke the law then they were shown the red card; if they performed a good action then the white card would be shown to acknowledge their positive behaviour.



Intensive communication
 A policy to strengthen communication between city authorities and residents. A successful example was the communication campaign to save water at a time of water shortage. Each week the mayor told users how much water they were saving which helped encourage further reductions in water use. The success of the campaign saved money for the city which enabled extra support for the urban poor.



Mission Bogotá
 Mission Bogot has four principal areas of work: security and civic harmony; local area management; improvement of public spaces; and public information and communications. Within each of these areas there are a number of activities. They include assisting the homeless, educational campaigns and setting up recycling initiatives. A particular success of Mission Bogot has been a scheme to train young people and others previously excluded from society, to be Civic Guides. Mission Bogot has a common theme: to create civic harmony through public security and services.



Source B: Perspectives on change in Bogotá

I believe that the biggest change in Bogot during the past 3 or 4 years is the transformation of a city that was hated by their own citizens and where they did not have anything good to say, because they thought that everything was wrong and that it will be worse in the future. Today people believe that things can improve and that it is possible, that they are not left adrift, and that they can control their destiny; that they can have a dream and make that dream reality.

Enrique Pea losa, Mayor of Bogot 19 97-2001

The aim is to transform a potential delinquent into a good citizen, responsible of the exercise of their rights and obligations, and also able to transmit this responsibility to other citizens in contact with him/her.

From Mission Bogotá project outline and aims, unpublished.

The data available hints [at] a serious problem if poverty and unemployment continue unsolved. In this sense, social issues could menace the advances made in civic culture [in Bogotá].

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 * Forging civic culture in Bogotá city

In 1998 and 2000 some 127,000 residents took part in 1,249 meetings to help decide city planning and budget decisions

Observatory of Urban Culture 2001 survey results
 58% of residents are proud or very proud to live in Bogotá
 83% of residents feel they are citizens of Bogotá

For further investigation see:

- <http://www.ciudadhumana.org/>
Human City website - information about Bogot.
- <http://www.bogota.gov.co/bogota/home1.php>
Official city website - in Spanish with link to English version at bottom of page.
- http://www.tido.org/STe/STe3/STe3_Latin_America.html
This is a link to a magazine article *Peo ple Power: the citizens behind Bogotá* - 'urban revolution'.

What evidence can be gained from these sources about progress and issues in Bogotá in building citizenship? What other information would students like to find out?

These websites offer a useful starting point for further research.