

MARCELA KANITZ

Urban Planner
Sustainable Mobility Researcher
Senior Consultant

_CONTACT

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_EDUCATIONAL BACKGROUND

Postgraduate Short Course: Urban Management Tools for Climate Change

IHS - Erasmus University Rotterdam
(2024) Netherlands

Masters in Urban Planning

Federal University of Rio de Janeiro
(UFRJ) (2017–2019) Brazil

Tailored-programme: Urban Management & Development: Sustainable Urbanism (UMDSU)

IHS - Erasmus University Rotterdam
(2013-2014) Netherlands

Architecture and Urbanism Bachelor

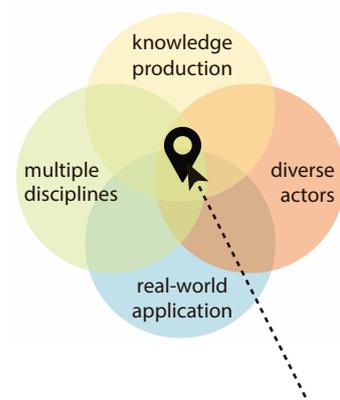
Federal University of Rio de Janeiro
(UFRJ) (2009–2016) Brazil

_LANGUAGES

Portuguese: First language
English: Fluent (8.0 IELTS)
French: Intermediate
Danish: Enrolled in Module 1

_SOFTWARES

Google Forms, Survey Monkey, Excel,
Word, Autocad, Sketch Up, Adobe
Illustrator, Adobe Indesign, Adobe
Photoshop, Python (basics), Click Up,
Trello, Zoom Workshops, Miro/Mural.



You can often find me *here*

ABOUT

I am an urban planner from Rio de Janeiro, now based in Denmark, passionate about the complexity of cities and how they shape everyday life. Over the past decade, I have collaborated with a wide range of disciplines and stakeholders involved in sustainable mobility, climate, and social action - bridging academic research and strategic consultancy with real-world implementation.

Over this period, I have worked on more than 15 applied research and consultancy projects. Studying and working across Brazil, the Netherlands, Canada, and now Denmark has strengthened my collaborative mindset and my ability to work comfortably across cultures, sectors, and perspectives. Driven by curiosity, I thrive in multidisciplinary environments, value approachable and inclusive teamwork, and enjoy roles where research, co-creation, and practical problem-solving come together.

STRONG SKILLS

I have strong expertise in *urban planning, sustainable mobility, and systems thinking*, with a focus on supporting evidence-based decision-making. My experience leading consultancy and coordinating studies has strengthened my *leadership and collaboration skills*, as I have engaged multidisciplinary teams and diverse stakeholders at LABMOB, FRESTA and Nexial. Over the years, I have developed *critical thinking, methodological creativity, and mixed-methods* research capacity, particularly in designing surveys, evaluation frameworks, and tools that bridge theory and practice in mobility studies.

My work also relies on strong *communication and facilitation skills* - from writing proposals, articles, and reports to presenting findings in conferences and leading participatory workshops with public authorities and departments, sector leaders, NGOs, and society. Working across countries in the Global South and North, and collaborating with organizations such as UNICEF, ITDP, IKEA Foundation, C40 Cities, and municipal governments, has strengthened my cultural competence and ability to navigate complex socio-political environments with sensitivity and adaptability.

My experience with *research design, data analysis* and *information management* has been applied to urban and mobility studies, contributing to several outputs such as articles, book chapters, policy briefs, and technical reports. Balancing multiple roles (leading projects, coordinating fieldwork, managing resources, and delivering results within tight deadlines) has reinforced my *adaptability, organizational skills, and commitment* to high-quality work.

PROFESSIONAL EXPERIENCE

_2024 - 2025. Danish Technical University. Research Assistant (PTP)

Collaborating within the "Production, Transportation and Planning" section. Over the past year, I have contributed to the development of five EU proposals, engaging over 25 partners and helping shape the research concepts and methodology. I also provide technical advice to the Ebus Radar platform. I joined as a guest in the 2025 Doctoral Training Network (DTN) Annual Forum, engaging with international researchers and practitioners on emerging trends in urban mobility. I also participate in the department's DEI Working Group, and recently, I completed a writing workshop to further strengthen my publication skills.

_2020 - 2024. Nexial. Project Lead & Senior Consultant

Worked on climate and social impact initiatives across several world regions, bridging research, strategy, and implementation. The role combined project management, client and stakeholder management, data analysis, workshop and training facilitation, and the co-creation of digital tools with global partners - collaborating closely with NGOs, foundations, and sector leaders to support systemic change processes and strengthen organisational capacities.

Highlighted project — [System of Children in Families](#) (2021–2023). Co-led the development of an interactive systems map of the child protection ecosystem in Bulgaria and delivered a training programme on systems thinking and facilitation for caregivers, parents, NGOs, researchers, and public authorities.

Institutions involved: Spring Impact, Nexial, supported by Tanya's Dream Fund.

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PROFESSIONAL EXPERIENCE

_2021 - 2024. FRESTA. Founder, Project Manager & Senior Consultant

As the founder of FRESTA, a private consultancy, worked with international organisations, foundations, and researchers to deliver technical and strategic advice on urban mobility, social impact, and policy development. Led research processes from design to delivery and produced knowledge outputs for institutions such as IDB, UNICEF, and Fundação MAPFRE.

Highlighted project — [Policy Brief on Children and Adolescents' Road Safety \(2023–2024\)](#).

Co-developed a national policy brief identifying good practices in mobility and road safety interventions for children and adolescents in Brazil, with a strong emphasis on participatory approaches. Presented at the Safety 2024 Conference.

Institutions involved: UNICEF, Fundação Abertis, FRESTA, Corrida Amiga.

_2022 - 2023. The International Council on Clean Transportation. External Consultant

Coordination support for the Ebus Radar digital platform, contributing to tool refinement and stakeholder engagement for electric bus deployment tracking in Latin America.

_2022. CorridaAmiga. Project Executive Coordinator

Coordinated a project to support local authorities in planning and implementing urban interventions to enhance children's well-being.

Highlighted project — *Jundiaí Children Area: Community Engagement & Data Monitoring (2022)*. Coordinated the implementation of the project that included participatory research and data analysis to support the Municipality of Jundiaí (São Paulo) in developing child-friendly mobility and public space interventions, with focus on safe walking, nature connection, and community engagement. The project included fieldwork, using participatory methods to collect data and perceptions of caregivers, youth, NGOs, and public officials.

Institutions involved: Instituto Corrida Amiga, Urban95, Ateliê Navio, Prefeitura de Jundiaí.

_2016 - 2022. Laboratory of Sustainable Mobility (LABMOB-UFRJ). Project Manager & Research Coordinator

Managed and contributed to applied research on sustainable and active mobility topics, including cycling, walking, micromobility, road safety, urban vitality, and electromobility. Responsibilities included research design, survey development, impact evaluation, data analysis, stakeholder engagement, reporting, workshops, fieldwork coordination, communication, and dissemination of research outputs to target audiences (policymakers, urban planners, NGOs, etc.).

Highlighted project — *Impact Evaluation of Paulista Aberta on Urban Vitality (2018–2019)*

Coordinated the evaluation of São Paulo's open-street programme Paulista Aberta, combining counterfactual analysis, surveys, and observational methods to assess social, environmental, economic, and urban impacts.

Institutions involved: LABMOB, ITDP Brasil, Corrida Amiga, Bike Anjo; funded by Instituto Clima e Sociedade (ICS-Brasil).

_2019. INCT Observatory of the Metropolis (National Institute of Science & Technology). Researcher

Contributed to the National Survey of Agents for Technical Assistance in Social Housing, mapping organisations and professionals across Brazil, identifying constraints, opportunities and best practices. The project was conducted in collaboration with CAU (Architecture and Urbanism Council), Fórum BRCities, and the National Federation of Architects and Urbanists (FNA).

Presentations at Dissemination & Knowledge-Sharing Events

2022 — Urban Mobility (Fortaleza TV Series)

2022 — Road Safety and Cyclelogistics (Launch Event)

2022 — Data Collection in Urban Interventions Impact Evaluation (Recorded class, Postgraduate Programme in Urbanism, UFRJ)

2022 — Urban Logistics in Brazilian Cities: Progress, Changes, and Challenges (Round Table, Brazilian Panel of Mobility)

2021 — Monitoring E-Bikes in Bike Rio (Webinar)

2020 — Cyclelogistics: Last Mile Bike Deliveries (Webinar)

2018 — Measuring the Impact of Complete Streets (Webinar)

2018 — 73rd General Meeting of Brazil's National Front of Mayors

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PROFESSIONAL EXPERIENCE

_2014 - 2016. Pública Arquitetos. Researcher & Fieldwork Coordinator

Participated in the development of the Walkability Index, supporting data collection, fieldwork coordination, and methodological refinement. The tool aims to assist municipalities and practitioners in evaluating walkability and public space quality. Developed in partnership with ITDP Brasil and the Municipality of Rio de Janeiro.

_2009 - 2015. Federal University of Rio de Janeiro. Research Assistant & Tutor

Worked across two academic laboratories at UFRJ as part of the Brazilian IC – Scientific Initiation scholarship programme: Laboratory of Urban Projects (LAPU) and Laboratory of Urban Analysis and Digital Representation (LAURD), both within the Faculty of Architecture and Urbanism. Activities included research assistance in urban analysis and digital representation, tutoring in Urban Planning courses, and organisational support for the first ENANPARQ national congress (2010, Rio de Janeiro, Brazil).

_2012 - 2013. IBAM Brazilian Institute of Municipal Administration. Intern

Contributed to the development of the Technical Guide Procel Edifica, a publication focused on planning, environmental performance, and energy efficiency in urban constructions. The work was carried out within the National Program for Electric Energy Conservation, in collaboration with Eletrobras.

RESEARCH OUTPUTS

Journal Articles & Book Chapters

2025 — Marino, F., Quintanilha, L., Lucena, J., & Kanitz, M. Micromodes as a Work Tool. In H. Chaves & I. Vieira (Eds.), *Swinging in the City – Bicycles, Participation, and Transformation in the Territory*. Tigre de Papel. (Book Chapter)

2024 — Marino, F. U., Kanitz, M. G. Q., Andrade Carneiro da Silva, V., Sandrini, R. T., & Lucena, J. The Impact of Mobile Devices on Traffic in the Cities of São Paulo, Rio de Janeiro, and Recife (Brazil). *National Journal of City Management*, 12(86), 443–456. (Journal Article)

Conference Papers & Abstracts

2024 — Kanitz, M., Stuchi, S., Fontoura, J., Silveira, L. Q., Mingati, G. Z. Enhancing Safe Mobility for Children and Adolescents in Vulnerable Communities: A Policy Brief on Road Safety Initiatives in Brazil. *BMJ Journals – Injury Prevention*. (Conference Abstract)

2021 — Andrade, V., Kanitz, M., Lucena, J. Cyclelogistics: The Potential of Cargo Bicycles as a Sustainable Solution for Urban Logistics. *ISOCARP World Planning Hybrid Congress*. (Conference Paper)

2021 — Andrade, V., Lucena, J., Kanitz, M. Towards Public Electric Buses in Latin America. *ISOCARP World Planning Hybrid Congress*. (Conference Paper)

2019 — Kanitz, M., Marinho, F. U. Active Mobility Economic Contribution: References and Studies in São Paulo. *Arena ANTP – Brazilian Congress on Urban Mobility*. (Conference Paper)

2019 — Kanitz, M., Andrade, V., Bueno, L. “Paulista Aberta” Impact on Local Urban Vitality. *Arena ANTP – Brazilian Congress on Urban Mobility*. (Conference Paper)

Policy & Technical Reports (Co-Author)

2023 — Policy Brief: Identification of Good Practices in Projects and Public Policies for Road Safety and Safe Urban Mobility in Brazil (Children and Adolescents). UNICEF, FRESTA, Fundação Abertis.

2023 — Road Safety and the Use of Portable Electronic Devices. *Fundación MAPFRE, FRESTA, UFRJ, UERJ*.

2021 — Monitoring E-Bikes Pilot in Bike Rio. *PNME / GIZ*.

2020 — Cyclelogistics: Last-Mile Bike Delivery. *PNME / GIZ*.

2020 — Cyclelogistics Brazil. *LABMOB / Aliança Bike*.

2020 — Micromobility Brazil. *LABMOB*.

2019 — Impact Evaluation of Paulista Aberta on Urban Vitality. *LABMOB / Bike Anjo / Corrida Amiga / ITDP Brasil*.

2018 — Cycle Path in Pinheiros: Impact Study on Local Economic Vitality. *LABMOB-UFRJ / Ciclocidade*.

2018 — Impact Evaluation Study of Complete Street: Joel Carlos Borges, Berrini (São Paulo). *LABMOB-UFRJ / WRI Brasil*.

Conference Presentations & Attendance

Presentations

2024 — 15th World Conference on Injury Prevention and Safety Promotion (Safety 2024), New Delhi, India

2020 — Connected Smart Mobility (Web Conference)

2019 — Brazilian Congress on Urban Mobility (ANTP), São Paulo, Brazil

2019 — Velo-City: Cycling for the Ages, Dublin, Ireland

Attendance

2025 — Doctoral Training Network (DTN) Annual Forum. Lisbon, Portugal.

2022 — Urban Mobility Park Conference. Sao Paulo, Brazil.

2019 — Brazilian Popular Technical Advisory Forum. Rio de Janeiro, Brazil.

2017 — National Meeting of the Postgraduate Association in Urban and Regional Planning. Sao Paulo, Brazil.

2016 — BiciRio: International Forum of Bike Mobility. Rio de Janeiro, Brazil.

2016 — Habitat III: Co-producing Sustainable Cities, Berlin, Germany

2014 — TU Delft – Double Day on Dwelling Conference. Delft, Netherlands

2014 — The Hague Conference – The Housing Challenge. The Hague, Netherlands.