

# ANDREINA SEIJAS JASPE

PROJECT MANAGEMENT • COMMUNICATIONS • URBAN PLANNING • POLICY

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International consultant with a background in communications and 12+ years of experience in urban planning and policy. Gained a unique perspective of the role of cities as key actors in fostering economic development, social inclusion and environmental sustainability through work in the public, non-profit and international development sectors in Latin America and the Caribbean (LAC), the United States and Spain. Interested in planning and governance innovations to promote inclusive and productive urban development.



Based in Barcelona and authorized to work in Spain.

LinkedIn: <https://www.linkedin.com/in/andreinaseijas/>

## EDUCATION

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### Harvard University – Graduate School of Design (GSD)

Cambridge, MA – USA

Doctor of Design (DDes) - Concentration: Urban Governance and Planning

November 2020

Research Focus: Comparative study on nocturnal governance in three global cities: Amsterdam, London and New York

### New York University (NYU) - Robert F. Wagner Graduate School of Public Service

New York, NY – USA

Master in Public Administration and Non-Profit Management

May 2013

Capstone: Advanced project on migration skill development programs commissioned by the World Bank.

### The London School of Economics and Political Science

London – UK

MSc Social Policy and Development

November 2011

Graduated with Merit and Distinction in the dissertation “Who owns the night? The right to night spaces in Caracas, Venezuela” on the relevance of night-time spaces as means to build social capital among the urban youth

### Universidad Católica Andrés Bello

Caracas – Venezuela

Bachelor's Degree in Communications

February 2009

Thesis: “Citizen Culture Campaign to Improve Mobility in Caracas, Venezuela”

## PROFESSIONAL EXPERIENCE

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### IdeaCity Consulting

Barcelona – Spain

Senior Consultant | Director of Marketing & Communications for IDDIGO

August 2021 – Present

- Responsible for designing and executing consulting projects for clients in Spain and Latin America, such as leading a participatory project to design a night-time vision and governance model for the city of Barcelona.
- Leading the design and implementation of a marketing and communications plan to promote IDDIGO, an online platform launched by IdeaCity that gathers, manages and analyzes urban performance indicators ([www.iddigo.com](http://www.iddigo.com))
- Responsible for developing and overseeing a sales strategy to commercialize IDDIGO throughout Spain.

### Inter-American Development Bank (IDB) | Housing and Urban Development Division (HUD)

Washington, D.C. – USA

IDB Cities Network & Urban Development Consultant

July 2020 – August 2021

- Supported HUD's operations in Chile by overseeing the implementation of Chile's Neighborhood Revitalization Program (PRBIPE) through partnerships and capacity-building opportunities; and by facilitating the process to develop a new governance model for the World Heritage Site of Valparaiso.
- Led the design and implementation of the 2021 knowledge strategy for the IDB's Cities Network geared at fostering cooperation and strategic alliances among municipalities and local governments, academia and other external partners. This involved producing technical notes and knowledge products to support the Network's thematic webinars as well as the 2021 Mayor's Forum that gathered an online audience of +4700 people from +500 cities in 40+ countries.

### Harvard University – Graduate School of Design (GSD)

Cambridge, MA – USA

Teaching and Research Fellow

August 2017 – July 2020

- Responsible for supporting and co-teaching three courses focused on urban planning and design: *Designing the American City*, *Land Use and Environmental Law*, *Housing and Urbanization in Global Cities*.
- Responsible for assisting a special graduate course taught in collaboration between Harvard University and the Inter-American Development Bank (IDB), as well as coordinating the editing, production and translation (ESP) of “*City Design, Planning and Policy Innovations: The Case of Hermosillo*,” a publication that compiles lessons learned from the course.

- Provided guidance and mentorship to graduate students in academic review panels as well as on a one-to-one basis.

### **Inter-American Development Bank (IDB) | Housing and Urban Development Division (HUD)**

**Washington, D.C. – USA**

*Communications and Knowledge Products Consultant*

November 2013 – July 2017

- Coordinated HUD's communications team and led its partnerships with local governments and universities. This involved designing communication strategies and publications to disseminate the Division's work in the region, such as generating content for the "Sustainable Cities Blog," the IDB's most-visited website and social media for 5 consecutive years.
- Promoted HUD's international presence and supported the consolidation of its Network of Cities by organizing the IDB's side events in the 2014 World Urban Forum, the 2015 and 2016 World Bicycle Forum, and Habitat III.
- Strengthened HUD's knowledge strategy by organizing the first IDB Cities Week in September 2015; the first IDB UrbanLab student competition in Panama in 2015; the first U.S.-Latin America Mayors Forum (2014) in Dallas, Texas and the first Summer Course on Urban Sustainability (2014) in Santander, Spain.
- Collaborated in a project on Panama's cultural and creative economies as part of an operation to support the sector.
- Organized workshops in Bridgetown and Nassau geared at transforming these cities into competitive 24-hour destinations.

### **Americas Society/ Council of the Americas**

**New York, NY – USA**

*Policy Associate and Editorial Associate for Americas Quarterly*

May 2012 – November 2013

- Conducted research and organized policy events to discuss topics such as urban development, entrepreneurship and job creation, regional migration and human rights in Latin America and the Caribbean.
- Wrote and provided logistical and editorial support for *Americas Quarterly*, a journal dedicated to policy analysis and debate of economics, finance, social development and politics in the Western Hemisphere.
- Wrote and provided editorial support for the journal's website and managed its social media
- Organized a private high-level meeting to discuss the challenges and opportunities of achieving urban sustainability in the Americas, and led the editorial process of a special *Americas Quarterly's* issue titled "Our Cities, Our Future" (Winter 2014).

### **Alcaldía de Chacao (Mayor's Office, Chacao Municipality)**

**Caracas – Venezuela**

*Information Manager*

January 2009 – July 2010

- Coordinated the Municipality's external communications team, a group of 10 professionals (journalists, photographers, video and web editors, and camera crew) responsible for covering and disseminating Chacao's events.
- Developed messages and communication strategies to raise awareness of the Mayor and his administration through local and national media, and by garnering support of advocacy groups and civil society organizations.
- Organized the administration's press conferences and managed the Mayor's media schedule.
- Started the first Twitter account for a municipality in Venezuela (@Chacao) and reached +15,000 followers in its first year.

### **PIZZOLANTE Comunicación Estratégica**

**Caracas – Venezuela**

*Business Strategy Assistant*

April 2007- January 2009

- Coordinated the research team responsible for producing internal reports and generating content for the firm's clients.
- Developed corporate communication strategies to strengthen and promote business opportunities for clients of different business sectors (food and beverage, energy, public sector)
- Optimized and updated the firm's educational products, such as public speaking and crisis communications workshops.
- Designed and implemented internal communication strategies.

## **SHORT-TERM COLLABORATIONS**

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### **City Possible – Mastercard**

**April- December 2022**

- Supported the creation of City Possible's *24-Hour Cities Network* by acting as *expert in residence* responsible for curating and hosting four online workshops on night-time governance and planning. Each of the workshops gathered more than 50 participants, including secretaries of economic development and night mayors of 15+ counties globally.

### **IDB Lab/ Museo para la Identidad Nacional de Honduras**

**February - November 2020**

- Conducted a participatory study to develop a strategy and pilot intervention to revitalize the Historic Center of Tegucigalpa in the context of Naranja Republik (NRNJ RPBLK), a project to transform this area into a creative hub.

### **Inter-American Development Bank (IDB)**

**May – September 2019**

- Conducted a qualitative and spatio-temporal analysis of Valparaíso, Chile to characterize the city's night-time activity and propose a set of actions to revitalize its World Heritage Site.

### **Sound Diplomacy**

**July – November 2018**

- Responsible for co-curating *Nocturnal Cities*, the first Latin American Conference on Managing the Urban Night that gathered more than 20 experts in night-time governance and planning in Bogota, Colombia on November 22, 2018.

## HONORS AND AWARDS

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**Dean of Harvard College** - Special Commendation "Extraordinary Teaching in Extraordinary Times" (COVID-19) – July 2020

**Lawrence H. and Marla G. Curtis Fellowship Fund** – In support of doctoral studies at the Harvard GSD – Spring 2019

**P.E.O. International Peace Scholarship** – For the academic period 2018-2019 and 2019-2020

**Fulbright Scholarship** – Granted by the U.S. Department of State for the academic period 2011-2013

**Chevening Scholarship** – Granted by the UK Foreign and Commonwealth Office for the academic period 2010-2011

## SKILLS

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**Languages:** English and Spanish (Fully Bilingual) | French (Intermediate ) | Català (Basic)

**Other:** Graphic Design (Adobe Photoshop, Adobe InDesign) | Marketing (Social Media Marketing, WordPress, MailChimp) | Spreadsheets and Databases (MS Excel) | Spatial Analysis (ArcGIS)

## VOLUNTEER EXPERIENCE

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### **Project Peace Latin America (PPLA)**

*Project Manager*

### **Les Cayes, Haiti & Caracas, Venezuela**

May 2010 – August 2012

- Designed and implemented two sports-for-peace projects geared at turning soccer into a human development tool in Latin America and the Caribbean: *A Goal for Les Cayes* (Les Cayes, Haiti, October 2011) and *Un Gol por Caracas* (Caracas, Venezuela, July-August 2012).

### **Fundación Embajadores Comunitarios**

*Founding member and collaborator*

### **Caracas, Venezuela**

January 2008 – April 2010

- Collaborated in the design of the Foundation's organizational structure and academic program to provide leadership, negotiation, public speaking and research skills to high school students in slums in Caracas, in preparation to participate in local Model United Nations competitions as a springboard to pursue higher education and a brighter future.

## CONFERENCES, DEBATES AND SPEAKING ENGAGEMENTS

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- October 2013 – Participant in the online debate titled “**Are 24-hour cities good for you?**” organized by *The Guardian* Cities.
- November 2014 – Speaker at the **Safe Public Spaces Seminar** organized by the IDB in Montevideo, Uruguay.
- February 2015 – Speaker at **The Cities We Need**, a conference organized by the McGill Institute for the Study of Canada (MISC) in Montreal, Canada.
- February 2015 – Speaker at “**Can we prevent crime in Latin America?**” a workshop organized by the Inter-American Development Bank in Washington D.C for a group of 12 journalists from Latin America and the Caribbean.
- January 2016 – Speaker at “**Night Cultures: (il)legalities and the politics of life after dark,**” a three-day seminar organized by the Netherlands Institute for Culture Analysis (NICA) at Leiden University in Leiden, Netherlands.
- June 2016 – Speaker at “**Revive Barrios: Chilean Program for Neighborhood Revitalization and Heritage Preservation**” a workshop organized by the Inter-American Development Bank and SUBDERE in Santiago, Chile.
- July 2016 – Speaker at “**Cali 24 Horas,**” an international forum organized by Cali, Colombia to exchange best practices in night-time urban management and launch the city’s 24-hour strategy.
- August 2016 – Speaker at **TEDxCallePalma** at Asunción, Paraguay. Video available in: <https://youtu.be/xrfDuXHAKu4>
- September 2016 – Speaker at “**Revitalizing the Historic Center of Panama,**” organized by the city’s Urban Planning Division.
- October 2016 – Keynote speaker and moderator of a panel on “Music Cities and Night-Time Economy” at the **5th UCLG Congress World Summit of Local and Regional Leaders** in Bogotá, Colombia.
- February 2017 – Speaker at the **Sociable City Leadership Summit** organized by the Responsible Hospitality Institute in Austin, USA to share best practices and innovations in night management and governance.
- October 2017 – Speaker and participant at the **XX Urbanism and Architecture Biennial** in Valparaíso, Chile.
- November 2017 – Speaker at **Expobar 2018** in Bogotá, Colombia; an annual event organized by Colombia’s Bar Association (ASOBARES) and Bogota’s Tourism Institute to enhance and promote the country’s night-time entertainment scene.
- April 2018 – Speaker at **Tallinn Music Week**, a week-long festival and music conference that gathers artists and creative minds from all over the world in Tallinn, Estonia. Presented the English version of “A Guide to Managing your Night-Time Economy.”
- June 2018 – Speaker at a panel during **New York City’s Music Month Conference**, along with Ariel Palitz (Executive Director of NYC’s Office of Nightlife) and Brooklyn Councilmember Rafael Espinal.
- July 2018 – Speaker at “**Revive Barrios: Revitalización de Barrios e Infraestructura Patrimonial Emblemática,**” a workshop organized by the Inter-American Development Bank and SUBDERE in Santiago, Chile.
- August 2018 – Keynote speaker at **Panama’s International Book Fair** on creative industries and the night-time economy.
- September 2018 – Speaker at **Night Camp**, a one-day event and workshop organized by VibeLab to present the results of the Creative Footprint assessment and discuss the challenges and opportunities of New York City’s night-time scene.
- November 2018 – Co-curator, keynote speaker and panel moderator at **Nocturnal Cities: The First Latin American Conference on Managing the Urban Night** organized by Sound Diplomacy in Bogotá, Colombia ([www.nocturnalcities.co](http://www.nocturnalcities.co))
- December 2018 – Speaker at **Night Shift**, a discussion organized by the Urban Design Forum in New York, NY.
- March 2019 – Speaker at a panel in **SXSW** (Austin, USA) titled “**Factor Nightlife, How Global Cities Improve Life After Dark.**”
- May 2019 – Keynote speaker at the **2019 Club Health Conference** in Amsterdam, Netherlands.
- June 2019 – Guest speaker at the **Night-Time Borough Champions Network Meeting** organized by the Mayor of London.
- October 2019 – Keynote speaker at **NØK International Night Culture Conference** in Mannheim, Germany.

February 2020 – Speaker at the **2020 RHI Sociable City Leadership Summit** in Seattle, USA.

Speaker at more than 20 online conferences and events during the COVID pandemic, including:

- “Reimagining the night-time city” a **webinar organized by C40 Cities in May 2020**
- **First International Conference on Night Studies (ICNS.LX)** in July 2020
- “Governing Cities After dark” a conference organized by the city of **Helsinki, Finland** in April 2021
- **2021 Sociable City Summit** organized by the Responsible Hospitality Institute in April 2021
- **“Resilience Untangled” Conference** organized by the Harvard Graduate School of Design in April 2021
- 24-Hour Cities: Reactivating Cities at Night in the New Normal, a **webinar organized by the IDB’s Cities Network** in July 2021
- Launch and Meet the Authors events for the **Global Night-time Recovery Plan** (2020-2021)

November 2021 – Speaker at the **“Building 24-hour cities” session** organized by Mastercard’s City Possible Network at the **Smart City Expo World Congress** in Barcelona, Spain.

November 2021 – Speaker at the **Stadt Nach Acht (City After Eight) International Nightlife Conference** in Berlin, Germany

June 2022 – Speaker at the first **Madrid International Nightlife Conference (MINC)** in Madrid, Spain

June 2022 – Speaker at the first **Night Walk** organized by VibeLab, and UN Habitat at the **World Urban Forum (WUF11)** in Katowice, Poland

## **PUBLICATIONS**

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Acuto, M; McArthur, J; Robin, E and Seijas, A (2021) *Managing Cities at Night: A practitioner guide to the urban governance of the night-time economy*. Bristol University Press.

Co-author and editor of the *Global Night-time Recovery Plan* (2020-2021), a collaborative guide to help cities reopen their creative and night-time economies during the COVID-19 pandemic, available at <https://www.nighttime.org/recoveryplan/>

Seijas, A. (2020) “Gestionar la urbe que no duerme: La evolución de la gobernanza nocturna en la ciudad de Nueva York” en Mercado Celis & Hernández González (Eds). *Noche Urbana y Economía Nocturna en América del Norte*. (pp. 367-403). Universidad Nacional Autónoma de México.

Seijas A. (2020) “Governing the Urban Night: Understanding the shifting dynamics of night-time governance in three global cities.” Harvard Graduate School of Design, ProQuest Dissertations Publishing, 28154794.

Seijas, A. (2020) “Nocturnal Heritage: Awakening the Historic Quarter of Valparaíso.” *Latin America Policy Journal*. Harvard Kennedy School of Government: Spring 2020.

Seijas, A. and Gelders, M. (2020) “Governing the night-time city: The rise of night mayors as a new form of urban governance after dark” *Urban Studies*, January 2020.

Davis, D., Vera, F., Seijas, A. and Arcia, D. (Eds.) (2018) *City Design, Planning and Policy Innovations: The Case of Hermosillo*. Inter-American Development Bank: Washington DC.

Seijas, A. (2018) “Zoning and Liquor Licenses: Why Night-Time Regulations are Important to NYC’s Nightlife and Music Scene” in *Measuring Live Music Space in New York City*. Report, September 2018. Creative Footprint: New York.

Seijas, A. and Sound Diplomacy (2018) *A Guide to Managing your Night-Time Economy*. Sound Diplomacy: London.

Seijas, A.; Velázquez, V. and Watson, R. (2017) “The Night-Time Movement in Asuncion’s Historic Center: A Catalyst for Urban Revitalization.” *Latin America Policy Journal*. Harvard Kennedy School of Government: Spring 2017

Seijas, A. and González, G. (2016) “Caracas Nocturna: Ideas para recuperar nuestro derecho a la ciudad.” Unpublished essay, winner of 4<sup>th</sup> place in the 1st Annual Essay Contest about City & Politics, Caracas-Venezuela.

Seijas, A. (2014) “Cities for people” *Americas Quarterly*, Winter 2014.

Seijas, A. (2012) “Let’s call it a night: 24-hour cities for the Post-Tiananmen Generation.” Unpublished paper. NYU Wagner.

Seijas, A. (2012) “Ruling the Night”, *The Wagner Planner*, Fall 2012.

Seijas, A. (2011) "Who owns the night? The right to night spaces in Caracas, Venezuela." Unpublished dissertation. LSE.