REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTING SERVICES

Selection #: BR-T1430-P006
Selection Method: Simplified Competitive Selection
Country: Brasil
Sector: IFD/CTI
Funding – TC #: ATN/KK-17838-BR
Project #: BR-T1430
TC name: Support for Establishing the University-Led International Hub for Sustainable Development (HIDS) in Campinas
Description of Services: Consultancy for developing urban studies and urban regulations for developing the physical and spatial plan for Campinas


The Inter-American Development Bank (IDB) is executing the above mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (http://beo-procurement.iadb.org/home) by: August 20th, 2021, 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include conducting urban studies and proposing urban design guidelines for the HIDS in coordination with Korea Research Institute of Human Settlements (KRIHS), and UNICAMP taskforce team. In addition, the firm will support KRIHS by providing technical information on the social, environmental and institutional conditions of the site, to help creating the masterplan that fosters innovation activities in the HIDS.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work - GN-2765-4. All eligible consulting firms, as defined in the Policy may express an interest. We strongly encourage local firms or firms with knowledge of the municipality of Campinas to express interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the draft summary of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: darcia@iadb.org
Inter-American Development Bank – Representation in Brazil
Division: IFD/CTI
Attn: Diego Arcia

Setor de Embaixadas Norte Quadra 802 Conjunto F Lote 39 - Asa Norte
E-mail: darcia@iadb.org
Web site: www.iadb.org
1. Background and Justification

1.1 Established in 1959, the Inter-American Development Bank (IDB) is the main source of multilateral financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing member countries. The Inter-American Development Bank, through its Competitiveness and Innovation Division (IFD/CTI) promotes the creation and growth of dynamic firms in Latin American and Caribbean countries with the capacities and tools to innovate and compete in international markets. In addition, the CTI, together with the Housing and Urban Development Division (HUD) is supporting the establishment of the university-led International Hub for Sustainable Development (HIDS) in Campinas, Brazil. The HIDS includes elements of science technology and innovation (STI) parks, regional innovation ecosystem, innovation clusters in addition to the integration and innovation focused on network and public policies on education, health, art and culture in Unicamp, Campinas, Brazil. The HIDS aims (i) to support scientific and technological activities while integrating the university and technology campuses with the rest of the city of Campinas; (ii) to provide a regional development model boosting innovative and sustainable development in Campinas, Sao Paulo, based on international best cases; and (iii) to position itself as a leading innovation hub in Latin America to integrate scientific and technological knowledge to contribute to achieving the UN Sustainable Development Goals (SDGs).

1.2 University-led science and technology parks, as regional hubs for knowledge-based activities, can play an essential role in leading innovation, fostering R&D activities, enhancing regional competitiveness and contributing to local economic development through extensive interaction of innovation actors. In this case, universities would play a key role in creating and transferring knowledge, fostering talent and creating entrepreneurship opportunities. Since identified as spaces of knowledge creation as well as community building with different arrangements, public, private or mixed, science and technology parks promote small- and medium-sized businesses through its support infrastructure, create networks among the innovation actors to transfer innovative ideas, and generate quality jobs.

1.3 Located in the state of Sao Paulo, Campinas, also known as the Silicon Valley of Brazil, is an ideal city to catalyze sustainable development throughout the region based on key components: human and social capital, innovation, and spatial dynamics. The establishment of the HIDS is integrated with the City of Campinas’ digital transformation process supported by the Bank through strengthening of the

---

1 Established in 1966, Universidade Estadual de Campinas (Unicamp) is a public university of Sao Paulo State, ranked as the best university in Latin America according to the World University Rankings of Times Higher Education.
local innovation and entrepreneurship ecosystem. The city of Campinas approved its Strategic Master Plan in 2018, recognizing the area adjacent to Unicamp and CIATEC II\(^2\) as a Strategic Development Pole. This area, including the Pontifícia Universidade Católica de Campinas, covers around 10 million m\(^2\) and is home to several institutions and companies dedicated to research and innovation that closely interact with each other. Unicamp acquired 1.4 million m\(^2\) in this area made up of several tracts of land composing the so-called Fazenda Argentina. These green fields and their strategic location are prime for a bold project that (i) takes advantage of already established vocations in the region; (ii) integrates residential settlement, community and cultural facilities; (iii) explores the opportunities related to the Sustainable Development Goals – more specifically, in an effort to establish uses in line with the precepts of sustainable cities and communities; and (iv) incorporates smart city technologies from the very beginning of the urban planning, protecting the environmental, cultural and archaeological heritage of the area. This will provide the foundation to establish a sustainable and smart urban model district aimed to be a living lab for sustainable development.

1.4 The objective of the Technical Cooperation is to develop a master plan\(^3\), and to support the conceptualization and building of the strategic framework for the creation of the HIDS.

2. Consultancy objective(s)

2.1 The objective of this consultancy is to conduct the urban studies and propose urban design guidelines for the HIDS in coordination with Korea Research Institute of Human Settlements (KRIHS), and UNICAMP taskforce team. In addition, the firm will support KRIHS by providing technical information on the social, environmental and institutional conditions of the site, to help creating the masterplan that fosters innovation activities in the HIDS.

3. Consultancy objective(s)

The selected firm will:

3.1 Work in coordination with the Korea Research Institute for Human Settlements (KRIHS), the IADB team and the UNICAMP for the development of the master plan

3.2 Review the previously conducted diagnostic study and proposed plan for the HIDS, including the regulations and the morphological analysis

3.3 Review the experiences of the existing innovation parks in Brazil focused on their concepts, the factors behind success and failure, urban design characteristics, space demand by attracted functions or industries.

3.4 Support KRIHS by providing urban design concepts and ideas for the development of the HIDS, particularly based on local practice and regulations, in preparation of the following items

- Functional linkage between the HIDS and neighboring areas, particularly, the city of Campinas;
- Land use distribution of manufacturing, business, research and development, logistics, retail and residential, mixed use function etc.;
- Sectoral plans in area of smart city infrastructure, transportation and road network, green and park space, nature and ecosystem, historic preservation, disaster prevention, reserved areas, etc.
- Central area street activities design

\(^2\) Technological Pole of Campinas (CIATEC II) was established to carry out R&D activities and to install itself to run business closely interacting with Unicamp and other university campuses in early 1980s.

\(^3\) The scope of this consultancy lies in the development of the master plan proposal and does not include the responsibility for approval by any government bodies such as the municipality of Campinas.
• Built form studies and proposal including architectural identity, scale and massing
• Urban landscape and typical building configuration
• Ground floor design guidelines by different land uses, setbacks, facades and entrances; and others

3.5 Support KRIHS by providing adequate technical information of (1) environmental conditions of the site (digitized topographic map, environmental sensitivity, precipitation, etc. (2) legal and institutional condition of the site (zoning regulations, environmental quality regulations, etc.), (3) estimated investment cost including land and property price, construction cost, financial cost, etc.

3.6 Propose guidelines for urban regulations for the HIDS, based on the urban design proposal covering the following items
• Establishment and scope of sub-districts within the HIDS
• Uses allowed in each sub-district of the HIDS
• Floor area ratio and gross floor area
• Open space and conceptual open space plan
• Specific requirements, conditions, and standards applicable to specific uses in the district
• Required housing
• Active uses and pedestrian activity
• Other building acts and planning regulations

3.7 Provide inputs to the consulting firm responsible for the business model for developing the financial and operational plan of the HIDS

3.8 Support three open workshops with the community and reflect the feedbacks to the plan; and provide plans, sections, perspectives, and scale models; as well as deliver presentations on urban designs to stakeholders. These workshops will be conducted by KRIHS, and should happen at the beginning of the study (kick off), at the middle term (to select the best urban scenario), and at the end (to present and validate the study), and should gather feedback to be reflected on the study

3.9 Prepare the workshop reports compiling the feedback and recommendation from the stakeholders and community

3.10 Conduct miscellaneous related duties as assigned.

4. Deliverables

The following outputs/deliverables are expected:

4.1 Deliverable 1: Work plan and methodology to be used
4.2 Deliverable 2: Review of the previous plans and land use regulations for the HIDS.
4.3 Deliverable 3: Draft report of urban design ideas by sectors in supporting KRIHS to propose the masterplan for the HIDS
4.4 Deliverable 4: Draft of
4.5 Deliverable 6: Final report and presentation for supporting the Master Plan

Note: the work plan and deliverable must be in coordination with KRIHS work plan.

5. Qualifications
5.1. The consulting firm must have at least 20 years of experience in urban regulations, urban development, urban planning, tactical urbanism, or similar.

5.2. Team Composition: The team must include at least one project leader that will be responsible for the supervision and coordination of the project activities, the management of the team, and act as the primary contact for communication for UNICAMP, KRIHS, and IDB. The project leader must hold at least a Master’s degree in urban planning, urban studies, urban economics, or a similar field, and should have at least 15 years of professional experience in research, design, and implementation of urban development projects. The Team Leader should have experience in implementing minimum three large-scale urban development projects.

The multidisciplinary team should demonstrate expertise in urban regulation, urban regeneration, urban design, urban planning, urban development, or similar.

The team must have an expert in urban regulations with minimum 10 years of experience with knowledge of the local context of Campinas. The expert must hold at least a Bachelor’s degree with preference for Master’s degree in urban planning, urban studies, or a similar field. The expert should have proven experience in working in the public sector.

The team should have a land management specialist that has specific knowledge and clear understanding in land value capture and land readjustment. The specialist must hold at least a Master’s degree in urban planning, urban studies, urban economics, urban law or a similar field, and must have at least 10 years of experience in land management and land readjustment. The expert must have knowledge of the institutional, legal framework of financial schemes associated with urban development.

The team should also have a specialist in urban design, urban morphology, and landscaping. The urban design specialist must hold at least a Master’s degree in urban design, urban planning, urban studies, or similar field, and must have at least 10 years of experience in urban design, urban morphology, and landscaping.

The team should have a specialist in environmental sustainability. The environment sustainability specialist must hold at least a Master’s degree in urban design, urban planning, urban studies, environment studies, or similar field, and must have at least 10 years of experience in urban sustainability and strong knowledge in the UN’s Sustainable Development Goals (SDGs).

5.3. The team should provide a list of relevant projects or consulting services provided in the last ten years.

5.4. Language Requirements: Portuguese and English

6. Characteristics of the Consultancy

- **Contractual category and modality:** PEC, Lump Sum, Local Firm
- **Place(s) of work:** Brazil
- **Contract duration:** 12 months
- **Responsible person:** Diego Arcia, Specialist, Housing and Urban Development Division (CSD/HUD), (darcia@iadb.org); Michael Hennessey, Specialist, Science, Technology and Innovation Division (IFD/CTI), michaelhe@iadb.org; Dalve Soria Alves, Specialist, Housing and Urban Development Division (CSD/HUD), dalves@iadb.org.

7. Schedule of Payments

Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advance payments under consulting contracts unless a significant amount of travel is required.

<table>
<thead>
<tr>
<th>Payment Schedule</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deliverable</strong></td>
<td>%</td>
</tr>
<tr>
<td>1. Contract Signing and upon reception and approval of Deliverable 1</td>
<td>10%</td>
</tr>
<tr>
<td>2. Upon reception and approval of Deliverable 2</td>
<td>20%</td>
</tr>
<tr>
<td>3. Upon reception and approval of Deliverable 3</td>
<td>20%</td>
</tr>
<tr>
<td>4. Upon reception and approval of Deliverable 4</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>5. Upon reception and approval of Deliverable 5, 6,</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>