KRIHS Work Plan

For
Consultancy for developing the physical and spatial plan for Campinas

As a part of
Support for Establishing the University-Led International Hub for Sustainable Development (HIDS) in Campinas
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The city of Campinas has experienced a great boost in knowledge-based industries by attracting many prestigious international companies.

In 2009, the Technological Pole of Campinas (CIATEC) presented a technological development plan to promote science and technology in Campinas.

In 2013, the University of Campinas (Unicamp) acquired Fazenda Argentina, with an area of 1.4 million m², adjacent to the university campus in the Barão Geraldo District in Campinas.

The HIDS was conceived as an university-led innovation hub in partnership with institutions contributing to sustainable development in its most comprehensive form.

In 2018, the Municipality of Campinas approved CIATEC II region as the strategic development pole of the city. HIDS covers the region of Ciatec II, PUC-Campinas and Unicamp (11.3 million m²).

In March 2020, the state government, Unicamp, and the city government signed an agreement with the IDB to create the HIDS.
Objectives

- Develop the physical and spatial design for the HIDS.
  - Based on the Korean experience, KRIHS will produce physical and spatial designs contributing to innovation, entrepreneurship, and the expansion of knowledge-based industries.

- Propose guidelines for sectoral plans
  - Producing planning guidelines for land use distribution, transportation network, green network, central area street activity design, etc., which will be synchronized with the strategic framework of the HIDS

- Suggest implementation strategy for the creation of the HIDS
Work implementation structure

Related consultancies and local firms

Trilateral cooperation

PHYSICAL-SPATIAL DESIGN
LEGAL STRATEGY
BUSINESS MODEL
HERITAGE
SUSTAINABILITY ASSESSMENT
COMMUNICATION
GOVERNANCE
Work scope

- Consolidate the philosophy, vision, and concept of the HIDS
- Develop and propose a number of urban design scenarios for the HIDS, based on the results of components 1 (diagnosis and analysis of the HIDS) and 2 (business model and development strategies of HIDS), to be discussed with the respective experts and stakeholders
- Develop and propose the master plan of the HIDS using the following items to make sure the area is a model for sustainable urban development
- Develop sectoral plans and district-level design guidelines as key references for the implementation of the plan
- Present the implementation strategy including the phased development plan and investment plan and the role of stakeholders
- Share the knowledge of the strategies and design concepts for the innovation hubs encouraging innovation activities, particularly based on Korean experiences
The project area, adjacent to Unicamp and CIATEC II, is 10 km from the center of Campinas in São Paulo, Brazil.

The size of site is 11 million m² with a half of it being occupied.
About KRIHS

- Established in 1978 with the mission of contributing to the Korea’s territorial development and improving people’s quality of lives.

- Around 330 staff including more than 100 Ph.D. in area of urban planning, geography, economics, environment etc.

- Problem-solving approach and evidenced-based research on urban and regional policy, housing, transportation, GIS, environment etc.

- Key provider of Korea’s new city design (including smart city) such as Bundang and Sejong.

- Extensive experience on the collaboration with international organizations such as UN, World Bank, IDB for joint research and consultancies.
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Work sequence

- Site Analysis and Vision Setting
- Design Scenarios
- Masterplan and Sectoral Plans
- Implementation Strategies

Business model for HIDS
Information on legal process and development cost
Korean experiences of innovation parks development
Key areas of the assigned work
Site analysis and vision setting

- Site analysis → identifying the land to be developed and preserved.
- Propose a vision and development goals for the HIDS based on the values of sustainability, inclusiveness, resilience and competitiveness.

<Images from consultancy report>
Design scenarios

- Three design scenarios will be suggested for providing the basic spatial structure of the HIDS
- Based on suggestion of the related consultancies and grounded on the Korean and international experiences of innovation parks development
- Selecting the best though SWOT analysis, concept development, and evaluation
- Consulting with UNICAMP and local firms
Masterplan

- Producing basic land use plan for the HIDS, reflecting the vision, goals and values
- Based on the Korean and international experiences of urban design concepts.
- Providing basic spatial configuration of road network, green space, housing, key facilities, employment centers and so on.
- Producing indicators on land use
Sectoral plans

- Producing images and guidelines for sectoral plans for
  - Road network
  - Green space network
  - Landscape
  - Smart city plan (policy guideline)
• Producing design guidelines and three dimension images for a sample district
Implementation strategies

- **Phased development plan** will be produced based on the development strategy, market demand, business model, role of private and public actors.

- **Investment strategy** includes the total investment cost and the allocation of the cost by public and private actors in each development phase.

- **Role of the stakeholders** including UNICAMP, the city government, and private actors will be identified to implement the suggested spatial plan in line with legal procedure.
Korean experiences

- Korean experiences on innovation part developments will be shared with focus on Daeduck, Pangyo, and Songdo.
- Policy goals, legal ground, development strategies, current status and achievements will be discussed
Timeline with activities

2021

Kick-off meeting and 1st workshop

2022

2nd workshop

3rd workshop
Team composition

Communication Team
- Coordinate all research activities
- Communicate with IDB and UNICAMP

Urban Design Team
- Produce design images
- Advise on the implementation strategy

Innovation Park Team
- Research on Korean experience
- Advise on business model

Se Hoon Park

Eun Ji Ju
Syunguk Lee
Won Gi Jeong
Yeon Mi Seo
Sang Keon Lee

Local Firm

Activities

KRIHS | Local Firm (Han-A)
---|---
Site analysis | ● | ○
Korean experiences in innovation park development | ● | -
Vision and strategies | ● | ○
Design scenario | ○ | ●
Masterplan | ○ | ●
Spatial plan by sectors | ○ | ●
Implementation strategies | ● | ○
Other miscellaneous work | ● | ○
Project management

- **Workshops.** According to the Terms of Reference, KRIHS is expected to organize the three workshops focusing on sharing the key results of the assignment and reflecting the feedback from the counterparts.

- **Monthly Progress Meeting.** It is suggested that KRIHS, IDB, and UNICAMP will hold monthly meeting to share the progress of the consultancy. The meeting agenda should be shared in advance to ensure that the discussion is focused on the output. Partners involving the consultancy including the experts from local firms and other components could be invited to share their knowledge related to the assignment.

- **Knowledge Sharing Talk.** KRIHS will provide opportunities to share the urban development and innovation park development in Korean with UNICAMP by arranging a series of talks. The topic of the knowledge sharing talk will be decided in consultation with UNICAMP.

- **Mission Trip.** KRIHS plans to take two mission trips to Campinas, Brazil within the period of consultancy to investigate the target area and to consult closely with UNICAMP and the local consulting firm. The mission trip depends on the pandemic situation.
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Points of discussion

Information and materials
- Site analysis
- Business and development model (including vision)
- Key indicators for land use plan

Meeting arrangement
- Regularizing monthly meetings for sharing work progress
- Additional meeting for information gathering and knowledge sharing

Other request from Unicamp
- Suggestions and comments
Thank you!
Obrigado!