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.

---

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.
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 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 as a Strategic Development Pole. This area, including the Pontifícia Universidade Católica de Campinas, covers around 10 million m² and is home to several institutions and companies dedicated to research and innovation that closely interact with each other. Unicamp acquired 1.4 million m² 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; and (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.

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

2. Consultancy objective(s)

The objective of this consultancy is to develop the physical and spatial design for Campinas. Based on the Korean experience and the results of the diagnostic study in targeted area in Campinas, the firm will draw physical and spatial design with the concept for the area which will create “market-ready” development sites conducive to innovation, entrepreneurship and knowledge incentive business. In addition, the firm will produce a three-dimensional proposal — identifying buildings, spaces, mobility strategies, and land use — shall be synchronized with the strategic framework of the HIDS to foster innovation activities in the regional innovation system.

3. Main activities

The selected firm will:

3.1. Develop a work plan in coordination with the Steering Committee and the Team Leader.
3.2. Work in coordination with the Steering Committee, UNICAMP taskforce team working on the master plan, local urban planning & architectural firm, and local consultant in order to define the vision and concept including the Master Plan paradigm and philosophy with the steering committee of the HIDS.

---

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.
3.3. Conduct workshops with the local stakeholders and consultations with experts on transportation, infrastructure, mobility, traffic impact, topography, landscaping to clearly define the desirable master plan paradigm, philosophy, vision in partnership with the local steering committee of the HIDS.

3.4. Carry out urban study based on the results of diagnostic study. The urban study will identify four urban planning schemes and carry out the SWOT analysis. The urban study will include road network options, retail and active use spaces, massing options, landscape approaches, urban water management, heat island effect and morphology studies, sustainability and resilience solutions. Environmental sustainability will be considered in close coordination with the local stakeholders.

3.5. Conduct workshops with the community and the local stakeholders to select the best scenario for urban planning and to gather feedback to reflect on the proposed urban plan.

3.6. Identify financial mechanism and schemes for land readjustment based on the results of the diagnostic study.

3.7. Propose urban regulations for the HIDS to the City of Campinas covering the following items:
- Establishment and scope of subdistricts within the HIDS
- Uses allowed in each subdistrict of the HIDS
- Floor area ratio and gross floor area
- Parcel and lot requirements
- Setbacks
- Heights
- Open space and conceptual open space plan
- Parking and loading requirements
- Specific requirements, conditions, and standards applicable to specific uses in the district
- Required housing
- Active uses and pedestrian activity

3.8. Identify the financial and operational plans included based on the review of the economic feasibility, profitability, and budget sharing between public and private sectors. This will be collaborated with the business strategy of HIDS. The urban regulations such as zoning, FAR, GFA, parcel and lot requirement, setbacks, heights of building, parking and loading requirements will be suggested based on collaborations with local consultant, the steering committee and UNICAMP taskforce team.

3.9. Collaborate with the local firm to perform urban design study in the scale of the urban block and review the design guidelines to be developed by the local firm.

3.10. Elaborate a physical and spatial master plan including the density and built area/costs calculations, including retail and active use spaces, connectivity, street design, massing options and block scale landscape approach. Devise indicators and sectoral plans including tailored land use plans, residential neighborhoods plan, mixed-use development methods, required infrastructure and facilities, building uses, transportation
management, environment protection plan, landscaping, and public space and pedestrian circulation, national and history heritage.

3.11. The Master Plan should combine all related studies conducted by KRIHS, UNICAMP, and the local consulting firm for the development of the HIDS and include the following items:

- Existing and proposed properties and uses - Existing and proposed zoning, existing and proposed buildings, building use, transportation network, open space, pedestrian circulation, natural and historical heritage, property owners, etc.
- HIDS Master Plan – development process, objectives, institutional needs, design principles, subdistricts, phased development by subdistricts
- Transportation management.
- Environmental protection plan
- Open space and pedestrian circulation plan
- Summary of urban design guidelines
- Neighborhood protection strategy
- Proposed zoning changes
- Transportation study
- Infrastructure technologies

3.12. Present the proposal of HIDS Masterplan including process, objectives, institutional needs, design principles, sub-districts and phased development by sub-districts to the key stakeholders and the community.

3.13. Provide suggestions for the agenda of the capacity building program of the key stakeholders to Korea and benchmark study based on Korean experience.

3.14. Provide suggestions to the HIDS task force team for establishing the exhibition center and on the sustainable aspects of the project.

3.15. Perform miscellaneous related duties as assigned.

3.16. For the sake of clarity, the parties acknowledge that all the works shall be consensually defined, designed and implemented by IDB, the HIDS Steering Committee and the present selected firm.

3.17. The Steering Committee is formed by the HIDS planning components coordinators. These components are (1) environmental Heritage, (2) urban, (3) economic model, (4) Agenda 2030 assessment, (5) communication and (6) legal. The Steering Committee acts upon data received from all the parties, including Unicamp taskforce team and after releasing information on its action to the HIDS Foundation Council.

3.18. The Unicamp taskforce team refers to the technical personnel, working under each of the six HIDS component coordinators.

3.19. The HIDS Foundation Council is a group formed by the State of São Paulo representation, the Mayor of Campinas and the HIDS stakeholders. This Council has been created for transparency and accountability purposes. It will receive and endorse all information related to this project.

4. Deliverables

The following outputs/deliverables are expected:

4.1 Deliverable 1: Work plan and methodology to be used.
4.2 Deliverable 2: Draft report including preliminary urban study and design on targeted area
4.3 Deliverable 3: Draft report of the urban regulations for the development of HIDS
4.4 Deliverable 4: Draft Master Plan
4.5 Deliverable 5: Final Master Plan reflecting all comments from IDB and UNICAMP
4.6 Deliverable 6: Mission reports. The selected firm will submit the proposed mission agenda at least 3 weeks prior to the mission to arrange the schedule. Within 2 weeks after the mission, the selected firm shall present a mission report that summarizes the details the activities and discussion results succinctly.

5. Qualifications

5.1. The consulting firm must have at least 20 years of experience in the area of urban development, urban planning, urban innovation, design thinking, local economic development, tactical urbanism, or similar. In addition, the firm should have knowledge and understanding of Korean experiences in the field of land management.

5.2. The project team leader (who must be a Partner at the firm) must hold at least a Doctor's degree in urban planning, urban studies, urban economics or a similar field, and should have at least 10 years of professional experience in research, design, and implementation of urban development projects in both developing and developed countries.

5.3. Multidisciplinary team. Key personnel must have expertise in urban regeneration, urban design, urban planning, urban development, or similar, in developing countries.

5.4. Knowledge of the institutional, legal framework of financial schemes associated with urban development.

6. Characteristics of the Consultancy

- **Contractual category and modality:** PEC, International, Firm
- **Contract duration:** 18 months
- **Place(s) of work:** Korea and Brazil
- **Number of Missions to Campinas, Brazil:** Minimum three
- **Number of online meetings:** minimum two per month
- **Responsible person:** Vanderleia Radaelli, Lead Specialist, Science, Technology and Innovation Division (IFD/CTI), vanderleiar@iadb.org; Dalve Alves, Senior 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.
## Payment Schedule

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Contract Signing and upon reception and approval of Deliverable 1</td>
<td>20%</td>
</tr>
<tr>
<td>2. Upon reception and approval of Deliverable 2 &amp; 3</td>
<td>20%</td>
</tr>
<tr>
<td>3. Upon reception and approval of Deliverable 4</td>
<td>20%</td>
</tr>
<tr>
<td>4. Upon reception and approval of Deliverable 5</td>
<td>25%</td>
</tr>
<tr>
<td>5. Upon reception and approval of Deliverable 6</td>
<td>15%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>