Communication Strategy
Executive Summary

Introduction

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 of 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; (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) designs the inclusion of smart city technologies from the very beginning of the urban planning, protecting the environmental, cultural and archaeological heritage of the area. All this to establish the basic ground of a sustainable and smart urban model district, structured to be a living lab for sustainable development.

The objective of the Technical Cooperation established with Campinas City Hall and Unicamp is to develop a master plan, and to support the conceptualization and building of the strategic framework for the creation of the HIDS.

Considering that the objective of HIDS is to support scientific and technological activities, to promote greater integration of university campuses in the city; provide a regional development model that encourages innovative and sustainable development and position itself as a leading innovation center in Latin America in the form of a living laboratory complex and an intelligent district, its implementation will have implications for the functioning of the city and the people's lives. A good planning of the communication activities, using the appropriate tools, allows to increase the engagement so that it generates favorable manifestation in relation to the project. The communication also contributes to governance and better management of possible crises.

In the case of HIDS, a complex project that involves an extensive territory, with several stakeholders and that in its planning mobilizes different areas, from sustainable urbanism, a new business model and legal model and sustainability assessment, communication must be treated as a public good, in the sense of bringing knowledge to the population and not simply disseminating actions. It is a communication that should generate involvement and participation of all those involved, establishing a direct relationship with the public, whether internal or external.

Objective

To develop effective communication strategy for the International Hub to Sustainable Development to promote the importance of the initiative to raise public awareness, knowledge and understanding, spur their interest and support, and to reach consensus. This strategy includes organize workshops with the key stakeholders in the government, private sector, civil society at the reginal and national level, to help achieve the overall HIDS objectives and also to establish

relation with the media to promote HIDS, to produce materials and products for communication and diffusion of the outputs of the master plan planning and consultants.

General Activities

- Create a work plan developed in coordination with the Team Leader and the Steering Committee
- Work in coordination with the other consultants involved in the Technical Cooperation as well as the Steering Committee and the Council of the HIDS
- Updating content on the HIDS website (www.hids.depi.unicamp.br)
- Identify the target audience and develop communication objectives accordingly based on each targeted audience
- Develop communication products and activities tailored to the audience to serve the project needs and objectives
- Conceptualize, design, and develop communication materials on HIDS with appropriate and relevant messages
- Develop key messages for reproduction in presentations and speeches for the Council, UNICAMP Rector, Municipality of Campinas, etc.
- Identify opportunities and creative communication ideas to engage audiences to effectively communicate key messages to specific stakeholders using appropriate communication media and dissemination methods including presentations, online media, workshops, social media, video, e-brochures, blog postings, etc.
- Support the consultancies to conduct workshops and/or meetings to present the vision, strategy, development strategy, governance model and master plan of the HIDS
- Draft articles and OpEds related to the HIDS
- Support the organization of public hearings and/or audiences to inform, consult and ensure all stakeholders and civil society participation in planning and decisions process of the HIDS
- Organize roadshow(s) to attract potential tenants and promote HIDS to the private sector in coordination with HIDS and the technical coordinator
- Create a social media profile of the HIDS

Team

Coordination: Patricia Mariuzzo

Historian and journalist, graduated from Unicamp (1993), with a specialization in scientific journalism (2004) and a master's degree in scientific dissemination and culture (2011), both from Unicamp's Laboratory for Advanced Studies in Scientific Journalism (Labjor). PhD by the

Environmental and Society Research Program of the Center for Environmental Studies and Research at Unicamp (Nepam, 2016). Editor of *Ciência & Cultura* magazine, of the Brazilian Society for the Progress of Science (SBPC) and of the *Portal Campinas Inovadora*.

Support team:

- Benedicto C. Chiquino Junior – PUC-Campinas
- Edimilson Montalti – FCM Unicamp
- Graziela Galinari – Embrapa Informática
- Juliana Fedak Sabbatini – Facamp
- Lívia Gonçalves – CNPEM
- Malu Legaspe – Instituto Eldorado
- Maria Helena Berto de Goes – Sanasa
- Odair Chiquinho dos Santos – CPQD
- Paulo Roberto Dallari Soares – TRB Pharma
- Ricardo Pannain – PUC-Campinas
- Vinícius Kuromoto – Embrapa Informática

Expected results

The main product expected from this work group is to develop a Communication Plan for HIDS. This plan will include actions to streamline internal integration so that information circulates in an organized and homogeneous manner. It should also include press relations activities to keep in touch with the press and, thus, establish a positive flow of information exchange, aiming to build a positioning of HIDS with society and increase the visibility of the project.

The HIDS Communication Plan must have a clear definition of the public that the communication must reach, in a strategic way and aligned with the objectives of the project in its different phases. At first, the focus would be on the local community and the HIDS Advisory Council, at a later stage (when the evolution of a business model and a legal model for the hub is expected), the idea is to adopt actions to attract a company. Finally, in a third moment, the communication activities will be expanded to give HIDS international visibility.