

(Contract #: C-ATN/KK-17838-BR)

Support for Establishing the University-led International Hub for Sustainable Development (HIDS) in Campinas

**Consultancy for developing
the physical and spatial plan for Campinas**

**Deliverable 7 – Benchmarking Workshop Report
October 2022**



KRIHS



IDB
Inter-American
Development Bank

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I. Workshop Overview

1.1 Overview

1.1.1 Title

Support for Establishing the University-Led International Hub for Sustainable Development (HIDS) in Campinas – Benchmarking Workshop in Korea

1.1.2 Date

Monday September 26, 2022 – Friday September 30, 2022 / 5 days

1.1.3 Venue

- The Plaza Hotel, Seoul (Sep. 26 to 30, Mon. to Fri.)
- Korea Research Human Settlements (KRIHS), Sejong (Sep. 29, Thu.)

1.1.4 Objective

This workshop aims to share the Korean experiences of urban and innovation district development with the decision-makers from the City of Campinas and the Inter-American Development Bank (IDB). It offers an opportunity to learn about the urban development policies in Korea through in-depth lectures and site visits. Also, we will provide intensive group presentation and discussion sessions to discuss the HIDS design among the participants.

1.2 List of Participants

Name	Position/Title	Affiliation
Adriana Flossi	Secretary of Economic Development, Technology and Innovation	Campinas City hall
Marina Candia Morelli	Director of the Development in Commerce, Industry and Services	
Aurilio Sérgio Caiado	Municipal Secretary of Finance	
Carolina Baracat	Municipal Secretary of Urban Planning	
Conceição Pires	Architect of Secretary of Urban Planning	
Erica Pacheco	Architect of Secretary of Urban Planning	
Gabriela Celani	Physical & spatial design focal	UNICAMP
Wesley Silva	Environmental heritage component coordinator	
Patricia Mariuzzo	Communication focal	
Emilia Rutkowsky	Professor of Urban Ecology	
Milena Serafim	Professor of Public Administration	
Newton Fratesch	Professor of Physics	
Germano Rigacci Junior	Rector	PUC
Josue Mastrodi	Professor in Law	
Jonathas Magalhaes Silva	Professor of Architecture and Urbanism	
Eleusina Freitas	Consultant	Demacamp
Laura Bueno	Consultant	
Camila Maleronka	PEC Consultant	IDB
Yunjung Serena Shin	Consultant	
Se Hoon Park	Senior Research Fellow,	KRIHS
Sang Keon Lee	Director of Global Development Partnership Center	
Mi Seon Park	Director of Housing Policy Research Center	
Seung Uk Lee	Director of Public Land Research Center	
Yeon Mi Seo	Research Fellow	
Ha Seung Song	Research Fellow	
Hyo Sook Park	Senior Researcher	
Eun Ji Ju	Researcher	
Haeri Jang	Researcher	
Min Young Choo	General Manager	
Kwang Jin Bae	Researcher	
Hee Won Kim	Researcher	

II. Program

Sat-Sunday, September 24-25, 2022

Arrival and Hotel registration

Day 1: Monday, September 26, 2022

Opening ceremony

09:30-10:00	Registration
10:00-10:20	Opening IDB Campinas Delegation
10:20-10:40	Introduction of the 5-day program Dr. Se Hoon Park, Senior Research Fellow, KRIHS
10:40-11:10	Group activity guide – Introduction and planning Dr. Se Hoon Park, Senior Research Fellow, KRIHS
11:10-11:30	Coffee break

Lecture and discussion

11:30-12:30	Urbanization and Urban Development Policies in Korea Dr. Se Hoon Park, Senior Research Fellow, KRIHS
12:30-14:00	Welcome Luncheon

Site Visit

14:00-18:00	(Field Trip) Gwanghwamun Plaza KRIHS Team
	(Field Trip) National Museum of Korean Contemporary History KRIHS Team
	(Field Trip) Cheonggye-cheon KRIHS Team
18:00-	Welcome Dinner

DAY 2: Tuesday, September 27, 2022

Lecture and discussion

09:30-10:30	Korean Experiences in Innovation Park Development Dr. Yeon Mi Seo, Research Fellow, KRIHS
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10:30-11:00	Coffee break
11:00-12:00	Dynamics of Housing Policy in Korea Dr. Mi Seon Park, Director of Housing Policy Research Center, KRIHS
12:00-13:30	Lunch
Site visit	
13:30-17:00	(Field Trip) Songdo International City KRIHS Team
17:00-	Transit (Songdo to Seoul)

DAY 3: Wednesday, September 28, 2022

Lecture and discussion

09:30-10:30	Korea's Proposal for Promoting Global Smart City Projects Dr. Sang Keon Lee, Director of Global Development Partnership Center, KRIHS
10:30-11:00	Coffee break
11:00-12:00	Land Development Schemes in Korea Dr. Ha Seung Song, Research Fellow, KRIHS
12:00-13:00	Lunch
Site visit	
13:00-14:00	Transit (Seoul to Pangyo)
14:00-16:00	(Field Trip) Pangyo Techno Valley KRIHS Team
16:00-17:00	Transit (Pangyo to Seoul)
17:00-18:00	(Field Trip) Lotte Tower KRIHS Team
18:00-	Dinner

DAY 4: Thursday, September 29, 2022

Site visit

8:30-10:30	Transit (Seoul to Sejong)
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10:30-11:30	(Field Trip) Sejong exhibition center KRIHS Team
11:30-14:00	Lunch & Cafe
14:00-14:30	Transit
14:30-15:00	(Field Trip) Short tour in KRIHS KRIHS Team
Lecture and discussion	
15:00-17:00	KRIHS and Territorial Development in Korea Dr. Se Hoon Park, Senior Research Fellow, KRIHS Quick Overview of Multifunctional Administrative City(MAC), Sejong Mr. Seung Uk Lee, Director of Public Land Research Center, KRIHS
17:30-19:00	Farewell dinner
19:00-	Transit (Sejong to Seoul)

DAY 5: Friday, September 30, 2022

Group Activity

09:00-10:00	Group discussion and preparation for presentation Moderator: KRIHS Team
10:00-10:30	Coffee break
10:30-12:00	Group presentation Moderator: KRIHS Team

Closing ceremony

12:00-12:30	Closing IDB Campinas Delegation KRIHS UNICAMP PUCC
12:30-14:00	Lunch
14:00-15:00	Internal wrap-up meeting

Saturday, October 1, 2022

	Departure
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III. Activities and Site Visits

3.1 Day 1

4.1.1 Lecture and discussion

- Urbanization and Urban Development Policies in Korea
 - In the case of Brazil, there is a legal basis for resident participation in redevelopment and regeneration, but because it is difficult in reality, the country needs a measure to encourage resident participation.
 - Although the administration is making efforts for resident participation, we intend to review government-led measures to encourage resident participation concerning urban policy.
 - It is also necessary to review whether the organization that connects with residents (Urban Regeneration Center) can reflect the needs of the region in consideration of the reality of Brazil through education, support for resident activities, subsidy, and collaboration with universities, etc.
 - Unlike Korea, Brazil has state governments, so urban projects are being implemented at the federal, state, and city levels. Therefore, it is necessary to consider the role of each entity in urban development projects.
 - In Korea, there are many cases in which the government invests only the initial capital for urban development and the private sector leads project implementation, and housing redevelopment is mainly carried out by the private sector.

Figure 1 First day of the workshop



4.1.2 Site visit

- Gwanghwamun Plaza
- National Museum of Korean Contemporary History
- Cheonggye-cheon

Figure 2 First day site visits



3.2 Day 2

4.1.1 Lecture and discussion

- Korean Experiences in Innovation Park Development
 - Considering talent attraction from the planning stage needs to be reviewed because it is crucial for the creation of the Campinas technology cluster.
 - : It is important to establish a business plan considering talent attraction from the initial stage of the project.
 - : The Daedeok Research Complex established a strategy for fostering university students with an aviation concept and R&D functions.
 - : In addition, local governments and the central government proactively proposed a plan to create a separate campus for attracting top Korean universities and foreign universities.
 - : Furthermore, exceptions were added to the applicable law to attract foreign universities.
 - In addition, there is a need to take into account low wage and housing cost issues together to prevent talent shortages.
 - : In Korea, the problem is the location of companies, especially the concentration in the metropolitan area, rather than low wages.
- Dynamics of Housing Policy in Korea
 - It is necessary to review measures applicable to Brazil considering the supply and management of public rental housing (public rental housing supply, move-in process, operation/management, etc.)
 - : For the supply of sustainable public rental housing such as low-carbon and eco-friendly housing, the Korean government supports and promotes green remodeling of existing apartments.
 - In the early stage, the government-led housing supply method is different from that of Brazil, and it is necessary to review establishing a plan to supply quality housing, the implementor of the project, and a pre-sale system for the supply of high-quality housing.
 - : In Korea, housing is supplied and sold using a fund called "housing lottery," housing subscription savings, and a fund obtained through bond income rather than government finances.

Figure 3 Second day of the workshop



4.1.2 Site visit

- Songdo International City

Figure 4 Second day site visits



3.3 Day 3

4.1.1 Lecture and discussion

- Korea's Proposal for Promoting Global Smart City Projects
 - In relation to the establishment of a smart city, it is necessary to enact the personal data protection law and devise a method of operating the related protection system.
 - Collected public data is managed as big data and is not open to individuals. It is necessary to review measures to ensure that the public, institutional, and private sectors can use it within the legal support system.
 - It seems that quarantine can be controlled by providing a lot of information on pandemic issues such as COVID in connection with the establishment of smart city data.
 - We view that urban design needs to include smart city strategies (education, transportation) to improve the quality of public services.
 - : Local governments in Korea have an organizational management system that can be controlled by the CIO.
 - : Since it is an informatization project, standard models such as protocol standardization and information standardization are developed by the central government and distributed to local governments to ensure interoperability.
 - : Korea established the world's first smart city development act in 2008, and operates the Smart City Committee consisting of related public officials and designers.
- Land Development Schemes in Korea
 - It was clear to see how the public intervened in land expropriation and what role the private sector played in the land expropriation process (private profits, donations, etc.)
 - It is necessary to review what kind of profit the government gains from land projects for city construction and what legal basis is required at the national and city (Campinas) levels in Brazil.
 - : The Korean structure enables city development without cost when there is no development cost.
 - : For example, if existing farmland is developed, the land price will rise as the land is changed to commercial and residential land.
 - : In this method of developing a city by utilizing the potential of land and

development, the consent of land owners is very important.

- For urban planning in Korea, the city master plan and urban management plan are established under the authority of local government heads (established every 20 years and revised every 5 years).

: Land projects and public housing plans are being promoted within the proposed master plan.

Figure 5 Third day of the workshop



4.1.2 Site visit

- Pangyo Techno Valley
- Lotte Tower

Figure 6 Third day site visits



3.4 Day 4

4.1.1 Lecture and discussion

- KRIHS and Territorial Development in Korea
 - KRIHS is interesting because the research institute's structure is not typical in Latin America.
 - Brazil can refer to KRIHS in establishing government policies by reviewing the establishment process and financial support for the institute.
- Quick Overview of Multifunctional Administrative City (MAC), Sejong
 - In order to develop into an administrative capital, the construction of the 2nd capitol building and the presidential office is being promoted. Rather than relocating a separate commercial district, the city is planning a commercial district that can serve a target population of 500,000.
 - Sejong City, which is a planned new city, needs to be reviewed as an urban development case as there are many models to build a smart city and green city.
 - : A thorough review of smart cities and the introduction of public transportation is necessary.

Figure 7 Fourth day of the workshop

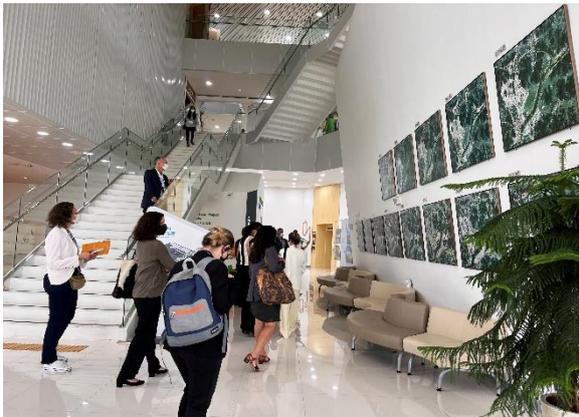




4.1.2 Site visit

- Sejong exhibition center
- KRIHS

Figure 8 Fourth day site visits



3.5 Group Discussion (Day 5)

4.5.1 Group A

- Through this benchmarking workshop, we learned that KRIHS has played an important role in the planning and management of public policy, and that collaboration among the public, private and policy organizations is important.
- Among the places we visited, Pangyo Techno Valley was the most impressive, and as it is the most similar to Campinas, the Pangyo model seems to be sustainable, and most economically and environmentally appropriate.
- There were two aspects worth noting in the workshop.
- First, active exchanges between the public and private sectors were interesting.
 - The country has excellent monitoring and management processes such as property expropriation.
 - The process of reinvesting the profits from land expropriation in infrastructure was very impressive.
 - We were also impressed with the top-down approach of the management system.
 - We could learn from how a research institute played a leading role in the planning process and that KRIHS continued self-evaluation.
 - In this regard, we became interested in the fact that there is a research institute that examines data and continuously evaluates and re-evaluates various processes.
- Second, we need to review the urban development modeling process for strategic implementation.
 - We need to conduct additional research for practically feasible design.
 - It is also necessary to promote the project by encouraging the participation of various organizations, including the municipal government and the federal government.
 - Since various participants are involved in HIDS, they need to make concerted efforts to achieve the same goal, and landowners, universities, researchers, and the government should work together.

4.5.2 Group B

- Group B will share what we learned from the benchmarking workshop in three parts.
- First of all, the composition of this workshop was impressive.
 - Thank you for organizing a workshop for us and providing an opportunity for us to learn and visit Korea's urban development cases.
 - We were also able to feel the love and warmth of Korean people through the workshop.
- Second, we would like to talk about what we have learned.
 - The most interesting part was that the government took the initiative in promoting projects.
 - It looks like provincial governments play a major role in implementing projects, while the government promotes them before neoliberalism.
 - On the other hand, Brazil needs improvement in this area and the government should play a systematical and participatory role.
 - Unlike Brazil, the Korean government is not just a regulator.
 - We also felt that Korean officials work technically, and what I mean by technical is in a broad sense.
 - In Korea, how things will be coordinated is already considered in the project stage.
 - From this point of view, Korea's public policy is destined to succeed, and we need to be persistent with our goal from start to finish.
 - From the perspective of environmental experts, Korea has given a lot of consideration, and we were interested in urban development projects considering environmental aspects.
 - We learned how to take into account the location and size of rental housing in housing policy.
 - Because Brazil has public rental housing only in a few cities and it is non-universal, we were able to benchmark various forms available in Korea.
 - In terms of urban development, it was interesting to see reinvestment after securing profit, and it is different from public projects in Brazil.
 - It was very impressive that we must secure profit for public facilities for the public interest.
 - It would be impossible to apply all these processes to Brazil, but we need review

how they can be applied to Brazil.

- The third is what HIDS should do.
 - We lack legal basis for the promotion of the HIDS project, and need a legal system that can reflect interests.
 - We think that a lot of discussion is needed to prepare a system that can reflect the interests of not only the government and the public institutions that regulate the legal system but also the market.
 - It is necessary to review how Argentina Farm, a public land, can be developed according to the master plan, and to present an implementation strategy to develop it into a living lab and an innovative district.
 - We need to establish a clear legal system and pursue a new vision together to build a project that can expand HIDS using this site.

4.5.3 Group C

- First, we felt that KRIHS has excellent capabilities in participating in and managing national policies.
 - For Brazil, it is worth noting that KRIHS is capable of self-criticism about everything in the process of promoting projects for sustainable urban development.
- We will present three things that we learned from the benchmarking workshop in Korea.
- We need to focus on contemplating and solving problems such as hereditary tendencies in terms of personal interest, housing supply, smart city, and monitoring.
 - We need to establish a process for project participants and review matters related to domestic migration and housing supply together.
 - Korea's CCTV and security infrastructure are culturally different from Brazil's, but necessary security issues and matters for the most vulnerable should be taken into account in the smart city model.
 - Efforts are needed to build a city that can implement smart city and monitoring.
 - We need to review obstacles, challenges, and social problems to overcome in Brazilian legislation and think of how to implement the master plan.
- We felt that Korean cities are not vehicle-centered.
 - When roads are wide, they tend to be vehicle-centered, but we saw that cities in Korea are pedestrian-friendly.

- In particular, Brazil should consider adopting facilities, such as lamps installed in Seoul instead of stairs.
- We found differences in consulting and public-private structure based on community.
 - To implement the Campinas project, we need to increase the participation and sense of belonging of participating institutions.
 - Related universities should participate in the project as a government coordinator.
 - For HIDS, the related environment is important in forming the ecosystem and in organizing IT companies.
 - We need to establish a structure that can encourage the participation of related organizations in all matters.
 - We need ideas such as a fast track for the innovative district and attracting overseas organizations.

Figure 9 Last day of the workshop



3.6 Wrap-up Meeting

- There is an urgent need to prepare a legal basis for promoting the HIDS plan in Brazil.
- Public-private collaboration should be prioritized when implementing the project, and each party needs to make efforts (landowners, universities, government, etc.)
- We should also consider the establishment of an institution that can perform planning and management, like Korea's KRIHS.
- We need to collaborate with federal and state governments to expand the HIDS project.
- We need to benchmark the urban development process and present a direction suitable for Brazil's situation.



KRIHS