

TERMS OF REFERENCE

Consultancy for developing the communication strategy for the Establishment of the International Hub for Sustainable Development (HIDS)

Background of this search:

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 Unicamp¹, 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).

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.

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.

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.



The city of Campinas approved its Strategic Master Plan in 2018, recognizing the area adjacent to Unicamp and CIATEC II² 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; (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 is to develop a master plan, and to support the conceptualization and building of the strategic framework for the creation of the HIDS.

Consultancy objective(s)

The objective of the consultancy is to develop effective communication strategy for the International Hub of Sustainable Development (HIDS) to promote the importance of the initiative to raise public awareness, knowledge and understanding, spur their interest and support, and to reach consensus; organize workshops with the key stakeholders in the government, private sector, civil society at the regional and national level to help achieve the overall HIDS objectives; establish relation with the media to promote the HIDS; produce materials and products for communication and diffusion of the outputs of the TC.

What you'll do

The contractual shall perform the following 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
- 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

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.



- 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
 - Design a standard publication layout including sharable content and infographics for the HIDS initiative for future communications and publications
 - Provide logistics support for the organization of workshops and meetings
 - Perform miscellaneous related duties as assigned

Reports / Deliverables

- Deliverable 1: Work Plan
- Deliverable 2: Detailed communication strategy based on target audience and HIDS objective including target indicators for the consultant's activities
- Deliverable 3: Standard publication layout
- Deliverable 4: 2 page profile of the HIDS to be made into a leaflet
- Deliverable 5: 15-20 page profile of the HIDS using other consultant's outputs as inputs to be made into a brochure
- Deliverable 6: Report that summarizes all communication products developed and activities conducted in 2020
- Deliverable 7: Draft of articles and/or OpEds on the HIDS
- Deliverable 8: Report of the roadshow
- Deliverable 9: Report that summarizes all communication products developed and activities conducted in 2021
- Deliverable 10: Final report that summarizes all communications products developed and activities conducted

Every report must be submitted to the Bank in an electronic file. The report should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.

The contractual will be reporting to the Team Leader, Vanderleia Radaelli, Lead Specialist of the Competitiveness, Technology and Innovation division (IFD/CTI) for supervision of the consultancy, submission of the deliverables and the approval.

The contractual, the Steering Committee of the HIDS and the Team Leader will mutually agree upon the timeline of activities and the deliverable due dates with the Bank. It shall be the responsibility of the contractual to ensure that the deliverables are submitted to the Bank according to the timeline.

All submissions will be reviewed by the Team Leader for approval. The Consulting Firm should address comments provided by the Team Leader for correction and revision for the deliverable to be accepted.



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		
	<i>Deliverable</i>	%
1.	<i>Contract Signing and upon reception and approval of Deliverable 1</i>	15%
2.	<i>Upon reception and approval of Deliverable 2, 3 & 4</i>	20%
3.	<i>Upon reception and approval of Deliverable 5 & 6</i>	15%
4.	<i>Upon reception and approval of Deliverable 7 & 8</i>	15%
5.	<i>Upon reception and approval of Deliverable 9</i>	15%
6.	<i>Upon reception and approval of Deliverable 10</i>	20%
TOTAL		100%

What you'll need:

Citizenship: You are either a citizen of Brazil or a citizen of one of our 48-member countries with residency or legal permit to work in Brazil.

Consanguinity: You have no family members (up to fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB Group.

Education: Bachelor's Degree (preferably Master's) in communications, journalism, or other relevant fields.

Experience: At least 5-7 years of professional experience in strategic communications planning, developing, design production, publishing and dissemination communication products using various media, organization of major events; Knowledge of the HIDS initiative, regional innovation system of Campinas, local stakeholders and the local media

Languages: Proficiency in Portuguese and preferably in English and Spanish

Areas of Expertise: journalism, communication strategy, advertising, message development, etc.

Opportunity Summary:

- *Type of contract and modality:* PEC, Lump Sum, Individual Consultant
- *Length of Contract:* 24 months
- *Location:* Campinas, Brazil
- *Responsible person:* Vanderleia Radaelli, Science & Technology Lead Specialist, IFD/CTI
- *Requirements:* You must be a citizen of one of the IDB's 48 member countries and have no family members currently working at the IDB Group.

Our culture: Our people are committed and passionate about improving lives in Latin-America and the Caribbean, and they get to do what they love in a diverse, collaborative and stimulating work environment. **We are the first Latin American and Caribbean development institution to be awarded the EDGE certification, recognizing our strong commitment**



to gender equality. As an employee you can be part of internal resource groups that connect our diverse community around common interests.

We encourage women, afro-descendants, people of indigenous origins, and persons with disabilities to apply.

About us: At the IDB, we're committed to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

Our team in Human Resources carefully reviews all applications.



07-13-2020