

# HIDS

Hub Internacional para o Desenvolvimento Sustentável

## Workplan presentation

17.06.2021

## International Hub for Sustainable Development in Campinas-Brazil

An aerial photograph of a landscape. On the left, a river flows through a green, wooded area. To the right, there's a dense residential neighborhood with many houses having red-tiled roofs. In the center, there's a large, open area with some industrial or commercial buildings and a large field. The background shows more green fields and some distant structures.

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# Methodology

## Analytical tools

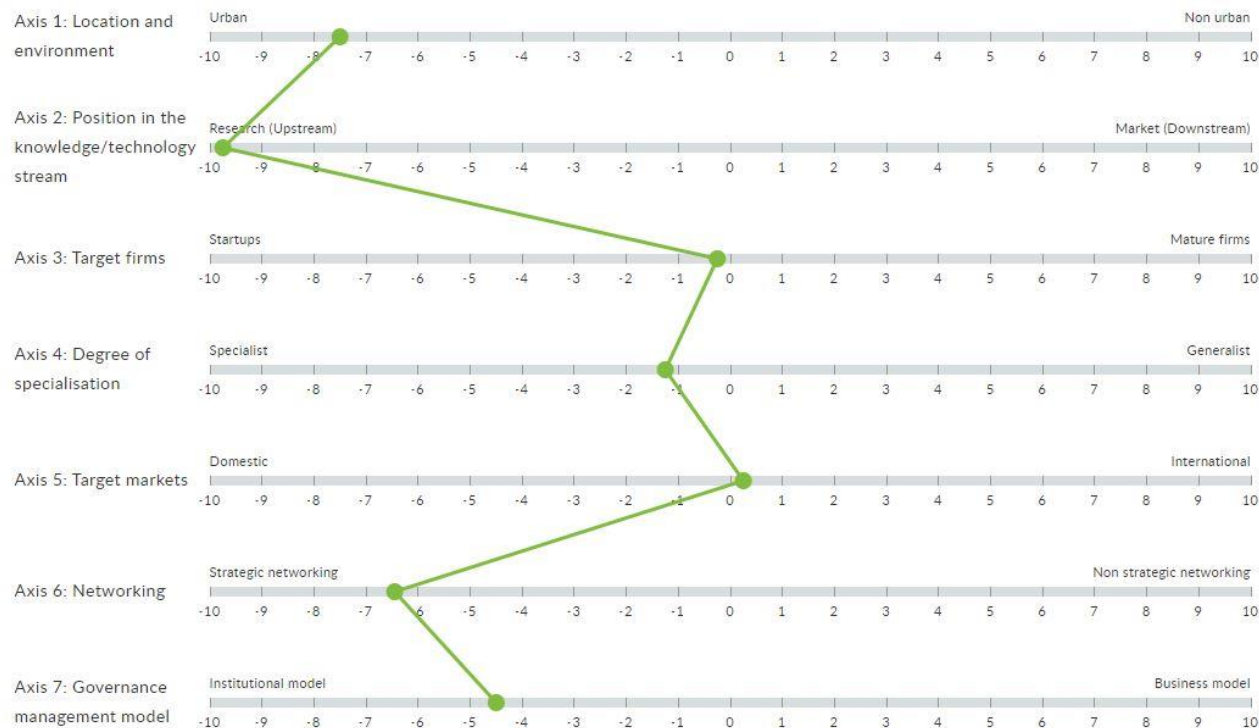
- **SWOT analysis** identifies internal and external factors that may influence the performance and future planning of the HIDS.
- **PESTEL analysis** identifies driving forces at macro level faced by HIDS on different aspects and which may condition the future planning of the hub.
- **Strategic foresight exercise** (exploring, anticipating and shaping the future) to define the strategic vision of the hub and to define the remaining strategic components of the HIDS.
- **Horizon scanning** focus on making a collection of events and trends that enables a future-scape or visual mapping of new signals of change.
- **Megatrends analysis** that able analysis and discussions of pattern shifts and interacting trends, resulting into a story of the future and a plan of action.

## Analytical tools

The **benchmarking exercise** will be performed using the **Strategigram**:

- ✓ **IASP software-based tool** - enables organisation to visualize and analyse their strategic profile;
- ✓ It allows to understand management decisions and to compare results with other strategic models improving their international benchmarking capabilities;
- ✓ **7 strategic axes** based on specific and measurable indicators including location and environment, position in the knowledge/ technology stream, target firms, degree of specialization, target markets, networking, and governance/management model.
- ✓ Discover and analyse the features of a hub's model.

## Analytical tools





## Key concepts

**Innovation Hubs** are the main instrument for managing activities and knowledge flow (EIT).

- ✓ Facilitate interaction among members of the regional community;
- ✓ The focal point for the Innovation Communities' activity within the areas of focus;
- ✓ Build on the existing labs, offices or campuses of some of the Innovation Community's core partners;
- ✓ Bring together people and teams from across the knowledge triangle for ideation, projects and other initiatives;
- ✓ Three common characteristics: connectivity, knowledge management, activity management.

### **Innovation districts**

- ✓ Physical spaces that trigger transformative actions;
- ✓ Dense hubs of economic activity where innovation, entrepreneurship, creativity, and placemaking intersect.

### **Areas of Innovation**

Places designed and curated to attract entrepreneurial-minded people, businesses and investments, by developing and combining a set of infrastructural with value added services, thus enhancing sustainable economic development and prosperity with and for the community.



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## Communication with IADB and HIDS

## Periodic meetings

Meeting #	Proposed date	Purpose
1	17/06	Kick off Presentation of Workplan
2	01/07	Stage 1 Status of collection of information and T 1.4 workshop preparation
3	15/07	Stage 1 Analysis of workshop results
4	05/08	Stage 1 Presentation and discussion of D2 Benchmarking meeting Preparation of T2.3 workshop
5	02/09	Stage 2 Analysis of workshop results



Thursday at 3 pm CET  
(2 pm in Portugal)  
(10 am in Brazil)



## Periodic meetings

Meeting #	Proposed date	Purpose
6	16/09	Stage 2. Status of Strategic Framework
7	30/09	Stage 3. Status on financial, operational and implementation plan
8	21/10	Stage 3. Presentation of Draft Final Report
9	04/11	Stage 3 and 4. Presentation of Final Report Preparation of public presentation of final results



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# Deliverables

## Delivery dates

Deliverables will be first submitted as **draft version**. IADB/HIDS team will have **10 days** for sending back comments and the Project Team will have another **10 days** to send the **final version**.

Deliverable	Draft version	IADB/HIDS comments	Final version
D1 - Workplan	17/06	24/06	01/07
D2 – Analysis Report	26/07	04/08	13/08
D3 – Draft Final Report	15/10	26/10	05/11
D4 – Final Report	29/10	09/11	19/11

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## Stakeholders interaction

Interaction #	Stage/Task	Goal	Stakeholders Involved	Date
1	Stage 1 / Task 1.3 <b>Conducting interviews</b>	Complete the analysis of the HIDS innovation ecosystem by taking into account the individual experiences of key stakeholders	<b>Founding Advisory Council of HIDS IADB</b>	05/07 to 23/07
2	Stage 1 / Task 1.4 <b>Workshop Implementation</b>	The results of the analysis of the innovation ecosystem will be presented to key stakeholders as a background to how the HIDS can be potentialized at the national level and of how different stakeholders can contribute.	<b>All the stakeholders</b>	12/07 to 16/07



Interaction #	Stage/Task	Goal	Stakeholders Involved	Date
3	Stage 2 / Task 2.1 <b>Benchmarking of innovation and sustainable development hubs</b>	IASP will organize a virtual meeting with HIDS officials to introduce the Strategigram methodology, explain them how to answer the questionnaire and clarify the main issues that can arise.	<b>HIDS TEAM</b>	06/08
4	Stage 2 / Task 2.3 <b>Building future vision based on strategic foresight</b>	The objective of this task is to define the future vision of the International Hub for Sustainable Development.	<b>Founding Advisory Council of HIDS</b> <b>HIDS TEAM</b> <b>IADB</b>	<i>Workshop 1:</i> 16/08 to 20/08 <i>Workshop 2:</i> 23/08 to 27/08
5	Stage 4 / Task 4.3 <b>Public presentation of the Strategic Planning Report and Business Model of the HIDS</b>	Develop a presentation of the final version of the Strategic Planning Report and Business Model of the International Hub for Sustainable Development.	<b>All the stakeholders</b>	15/11 to 19/11

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# General calendar

Stages and tasks	Months	Jun				Jul				Aug					Sept				Oct				Nov		
	Weeks	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15
Stage 0. Project Coordination																									
Task 0.1 – Kick-off meeting with the IADB and HIDS																									
Task 0.2 – Work Plan development		D1	C	F																					
Task 0.3 – Regular follow-up meetings with the IADB and HIDS		M1		M2		M3			M4				M5		M6		M7			M8		M9			
Stage 1. Analysis of the HIDS innovation ecosystem																									
Task 1.1 – Collection and analysis of key documents related to HIDS																									
Task 1.2 – Brief study of the innovation ecosystem at the municipal, state and federal level																									
Task 1.3 – Conducting interviews						I1	I1	I1																	
Task 1.4 – Workshop implementation							I2																		
Task 1.5 – SWOT and PESTEL analysis																									
Task 1.6 – Development and presentation of the Analysis Report on the Analysis of the HIDS innovation ecosystem									D2	C	F														
Stage 2. Strategic Framework and Business Model for HIDS																									
Task 2.1 – Benchmarking of innovation and sustainable development hubs									I3																
Task 2.2 – Gap Analysis and identification of competitiveness factors																									
Task 2.3 – Building future vision based on strategic foresight												I4	I4												
Task 2.4 – Value Proposition and Strategic Positioning																									
Task 2.5 – Strategies for demand stimulation																									
Task 2.6 – Objectives, medium and long-term goals																									
Stage 3. Development of financial, operational and implementation plan																									
Task 3.1 – Identification of key services, activities, and facilities of the hub																									
Task 3.2 – Analysis of funding mechanisms, public goods, and international trade facilities for the hub																									
Task 3.3 - Governance model and alignment with the legal structure																									
Task 3.4 - Financial plan and scenarios for costs and revenue streams																									
Task 3.5 - Action plan for partnerships and alliances both at national and international level																									
Task 3.6 - Operational plan for the first two years of operation																									
Task 3.7 - Key performance indicators, monitoring, and evaluation system																									
Task 3.8 - Definition of management mechanisms																									
Task 3.9 - Development of the Draft Final Report																				D3	C	F			
Stage 4. Preparation of final documents																									
Task 4.1 - Development of the final version of the Strategic Planning Report and Business Model of the HIDS																						D4	C	F	
Task 4.2 - Development of the executive summary and powerpoint presentation																									
Task 4.3 - Public presentation of the Strategic Planning Report and Business Model of the HIDS																									I5

C - Comments from IADB/HIDS

D - Deliverable

F - Final version

I - Interaction with stakeholders

M - Meeting with AIDB/HIDS



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## List of Stakeholders

## Founding Advisory Council of HIDS





## HIDS TEAM

### General Coordination

Prof. Dr. Mariano Laplane

### HIDS Master Plan

Prof(a). Dr(a). Gabriela Celani – Physical-Spatial Design

Prof. Dr. Marcelo Cunha – Sustainability Assessment

Prof. Dr. Miguel Bacic – Business Model

Prof. Dr. Wesley Rodrigues Silva – Heritage

Prof. Dr. Josué Mastrodi – Legal Model

Bruno Moreira (Inventta) – IDB Project Governance

Patricia Mariuzzo – Communication

### DEPI Team

Talita de Almeida Mendes – Advisor

Thalita dos Santos Dalbelo – Unicamp Integrated Master Plan

Vanderlei Braga – Georeferencing Coordination

Marcelo Albieri – Geographer

Renato Campagnoli – Geographer

Regina Falsetti – Technical Assistant

## Incubated companies



## Startups



## R&D laboratory



## Funding/ Financing



The background of the slide features a low-angle shot of several modern skyscrapers with glass facades, reaching towards a clear blue sky. On the left side, there are lush green trees and bushes, partially obscuring the buildings. A large, semi-transparent green rectangle is overlaid in the center of the image, serving as a backdrop for the text.

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## Topics to be discussed and clarified

## Recap key points

Validations:

- ☐ Stakeholder types
- ☐ Interviewees list
- ☐ Stakeholder interaction dates and process
- ☐ Deliverables submission and approval process

## Current status of HIDS master plan components?

- ☐ Physical-Spatial Project
- ☐ Legal Strategy
- ☐ Business Model
- ☐ Heritage
- ☐ Communication
- ☐ Sustainability Assessment
- ☐ Governance