

## REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

Selection # as assigned by e-Tool: BR-T1430-P003

Selection Method: Simplified Competitive Selection

Country: Brazil

Sector: IFD/CTI

Funding – TC #: ATN/KK-17838-BR

Project #: BR-T1430

TC name: *Support for Establishing the University-Led International Hub for Sustainable Development (HIDS) in Campinas*

*Description of Services: The consultancy is to develop the strategic framework and business model for the 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).*

Link to TC document: <https://www.iadb.org/projects/document/EZSHARE-141652983-20?project=BR-T1430>

The Inter-American Development Bank (IDB) is executing the above-mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest (in English or Portuguese) must be delivered using the IDB Portal for Bank Executed Operations ( <http://beo-procurement.iadb.org/home>) by: *February 22, 2021*, 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include conducting an analytical framework of the HIDS by analyzing information to understand the perspectives of key stakeholders and institutions for the development of the area and identifying potential advantages of the HIDS for startups and innovative ventures; identifying demand for the HIDS including the types of firms, infrastructures and services; developing and building consensus of the vision and strategy for the HIDS; conducting a benchmarking study of sustainable development hubs and innovation hubs; developing a business and governance model of the HIDS including a plan for implementation and operation for the first two years of operation for a duration of 6 months in the second and third quarter of 2021.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-1. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the

corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the [draft summary](#) of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: [michaelhe@iadb.org](mailto:michaelhe@iadb.org) and [juyoons@iadb.org](mailto:juyoons@iadb.org)

Inter-American Development Bank

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## TERMS OF REFERENCE

### **Consultancy for developing the strategic framework and business model for the International Hub for Sustainable Development (HIDS) in Campinas**

**Brazil  
IFD/CTI**

**BR-T1430**

### **Support for Establishing the University-Led International Hub for Sustainable Development (HIDS) in Campinas**

#### **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.
- 1.2 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.
- 1.3 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<sup>1</sup>, 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).
- 1.4 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.
- 1.5 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

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<sup>1</sup> 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.

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<sup>2</sup> as a Strategic Development Pole. This area, including the Pontifícia Universidade Católica de Campinas, covers around 10 million m<sup>2</sup> and is home to several institutions and companies dedicated to research and innovation that closely interact with each other. Unicamp acquired 1.4 million m<sup>2</sup> 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) incorporates smart city technologies from the very beginning of the urban planning, protecting the environmental, cultural and archaeological heritage of the area. This will provide of the foundation to establish a sustainable and smart urban model district aimed to be a living lab for sustainable development.

1.6 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)

2.1 The objective of the consultancy is to develop the strategic framework and business model for the International Hub for Sustainable Development (HIDS) in Campinas. Specific objectives of the consultancy include the followings:

- i. Analyze the studies and project documents underlying the HIDS, the context for the project at the municipal, state and federal levels, and other available studies which inform the successful implementation of the HIDS;
- ii. Gather and analyze information about the demand for the HIDS including the types of firms, infrastructure, and services;
- iii. Develop and build consensus around the vision and strategy for the HIDS;
- iv. Develop a business model and governance model of the HIDS, including a plan for implementation and operations for its first two years of operation taking into account (i-iii).

## 3. Main activities

The selected firm shall perform the following activities:

- 3.1 Develop a **Work Plan** in coordination with the Steering Committee and key stakeholders, that includes the following aspects: a proposed list of documents and studies to review, people, institutions, and firms to be interviewed, as well as potential interview questions for those interviews, along with a timeline and schedule of key events and deliverables.
- 3.2 Perform desktop research on the studies and project documents underlying the HIDS, the context for the project at the municipal, state and federal levels, and through reviewing other available studies which inform the successful implementation of the HIDS.
- 3.3 Undertake interviews and/or workshops, to understand the perspective of local business owners, universities, public sector institutions, and other stakeholder institutions with respect to how to leverage the development of the area while preserving key aspects of the current business environment.

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<sup>2</sup> 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.

- 3.4 Undertake interviews and/or workshops with entrepreneurs and members of the local innovation ecosystem in order to understand the potential advantages that HIDS could provide for startups and innovative ventures.
- 3.5 Undertake interviews with other firms and innovative institutions which could be in the position to demand services from HIDS in the future to understand key factors that would influence their demand decisions.
- 3.6 Prepare the **Analysis Report**, detailing the results of 3.2-3.5, and organizing the information via the use of an analytical framework (SWOT or other framework which may be effective in conveying the key findings).
- 3.7 Present the findings of the **Analysis Report** to the Steering Committee and key stakeholders.
- 3.8 Identify other international sustainable development hubs and innovation hubs with strategies and business models that could inform those of the HIDS.
- 3.9 Analyze funding mechanisms and public goods that could promote innovation, as well as international trade facilities (supporting the Knowledge Free Zone concept) for HIDS.
- 3.10 Coordinate with the legal consultant to align the business and governance model with the legal structure being proposed by that consultant.
- 3.11 Develop the **Draft Final Report** with the business and governance model for the HIDS, which includes the following aspects, among others which the consultant deems necessary: the analysis included in the Analysis Report and feedback received on its presentation; the findings of 3.8-3.9; the vision, value proposition, strategic positioning, objectives, medium and long-term goals, strategies for demand side stimulation, and proposed governance structure of the HIDS; the alignment between the proposal and the municipal, state and federal development strategies affecting the HIDS; a financial plan with scenarios for costs and revenue streams in the medium term, including potential development partners; and an operational plan for the first two years of operation, including key performance indicators, among other aspects that will contribute to the sustainability and success of the HIDS.
- 3.12 Develop the **Final Report** which addresses all comments on the **Draft Final Report**.
- 3.13 Perform miscellaneous related duties as assigned.

#### **4. Deliverables**

The selected firm will be responsible for the following deliverables:

- 4.1 **Deliverable 1: Work Plan.** The work plan of the consultant should include the aspects mentioned in paragraph 3.1 in the previous section, as well as other relevant aspects identified by the consultant.
- 4.2 **Deliverable 2: Analysis Report.** The analysis report should include the aspects mentioned in paragraph 3.6 in the previous section, as well as other relevant aspects identified by the consultant.
- 4.3 **Deliverable 3: Draft Final Report.** The draft final report should include the aspects mentioned in paragraph 3.11 in the previous section, as well as other relevant aspects identified by the consultant.
- 4.4 **Deliverable 4: Final report.** The final report should include the aspects mentioned in paragraph 3.12 in the previous section, as well as other relevant aspects identified by the consultant.

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.

#### **5. Supervision and Reporting**

- 5.1 The consulting firm 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.

- 5.2 The consulting firm, 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 Consulting Firm's responsibility to ensure that the deliverables are submitted to the Bank according to the timeline.
- 5.3 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.

## **6. Characteristics of the Consultancy**

- *Consultancy category and modality: Products and External Services Contractual, International, Firm, Lump Sum*
- *Contract duration: 6 months*
- *Starting time: March 1, 2021*
- *Place of Work: Home Country and Brazil*
- *Supervisor: Vanderleia Radaelli, Science & Technology Lead Specialist, IFD/CTI*

## **7. Qualifications**

- 7.1 **Team Composition:** The team should be a multidisciplinary one capable of addressing all aspects of this assignment. The team should demonstrate knowledge and experience in regional Science & Technology policy and development, management and/or operation of innovation districts, hubs, and technology parks, to implement the project deliverables. The organization leading the team should have 10+ years of experience in the development and consensus-building around relevant business plans or strategies. The team must include at least one team leader that will be responsible for the overall supervision and coordination of the project activities, the management of the team, and will act as the primary contact for communications for the Steering Committee of the HIDS and the IDB. The team leader must have solid professional experience in innovation/Science and Technology/economic/industrial zone development at both policy and implementation levels.
- 7.2 **Areas of Expertise:** The members of the team must have experience in knowledge and experience in
- Business plan and strategy development
  - Master plan development of innovation districts, hubs, technology parks, etc.
  - Development, management and operation and financing of the innovation districts, hubs, technology parks, etc.
  - Brazilian institutions and laws related to innovation districts, hubs, technology parks,
  - Industrial, economic, and private sector development
  - Institutional framework and organizational setup of innovation districts, hubs, technology parks, etc.
  - UN sustainable development goals
  - Environmental sustainability
  - Market research, demand survey and data analysis
- 7.3 The team should provide a list of relevant projects or consulting services provided in the past seven years.
- 7.4 **Language Requirements:** All contract communication, technical documentation and reporting on the project should be in English. The survey, final report, and the final presentation should be translated into Portuguese. All translation and interpretation should be responsibility of the Team at its own expense.

## **8. 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.

<b>Payment Schedule</b>	
<b><i>Deliverable</i></b>	<b>%</b>
1. <i>Contract Signing and upon reception and approval of Deliverable 1</i>	15%
2. <i>Upon reception and approval of Deliverable 2</i>	20%
3. <i>Upon reception and approval of Deliverable 3</i>	30%
4. <i>Upon reception and approval of Deliverable 4</i>	35%
<b>TOTAL</b>	<b>100%</b>