

we exist to give more
value to public management

Projects:

Campina Grande Smart City and a new procurement model for Brazilian States

Dra. Florencia Ferrer



FLORENCIA FERRER
Innovation in Public Policies



1. Introduction



FLORENCIA FERRER
Innovation in Public Policies

Democracy



Latin America

Population

640 million

GDP

US\$ 5.6 trillion

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International cooperation with Latin America

1. Background

1. Criteria for Partner Selection
2. Project List & LOIs
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2. Funding partners

1. CAF
2. IADB

3. Strategic Approach

1. Role definition
2. Reaching customers
3. Getting funding

Candidate selection

Some of our criteria

- The city or agency already has a plan
- They already allocated financial resources or has external funding approved
- Their position in rankings (such as Smart Cities rankings)
- Government's current borrowing capacity
(according to Brazilian law, debt is capped at 120% of revenue)
- The political capacity to carry out the project

Current candidates

Type of Project	Entity	Government Level	LOI Status
Brazil			
Consulting & Implementation	Campina Grande (Paraíba State - BR)	City (Mayor)	Received
Consulting & Implementation	Consad (Brazil)	State (Secretaries)	Received
Consulting & Implementation	Recife (Pernambuco State - BR)	City (Mayor), State (Secretary)	Due Diligence, Expected on November 2019

2. Current Projects

1 Campina Grande Smart City

2 Consad States procurement



Project 1. Campina Grande Smart City



Project 1. Campina Grande Smart City



Population

355.000

GDP

US\$ 2 billion

Project 1. Campina Grande Smart City



Setembro 1, 2 e 3
Campina Grande, Paraíba

Project 1. Campina Grande Smart City

Aluizio Campos housing complex



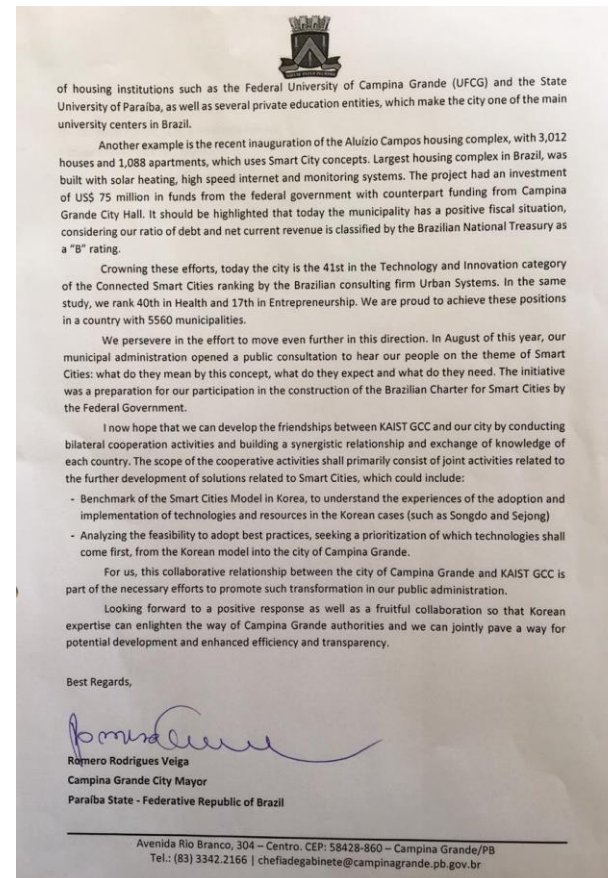
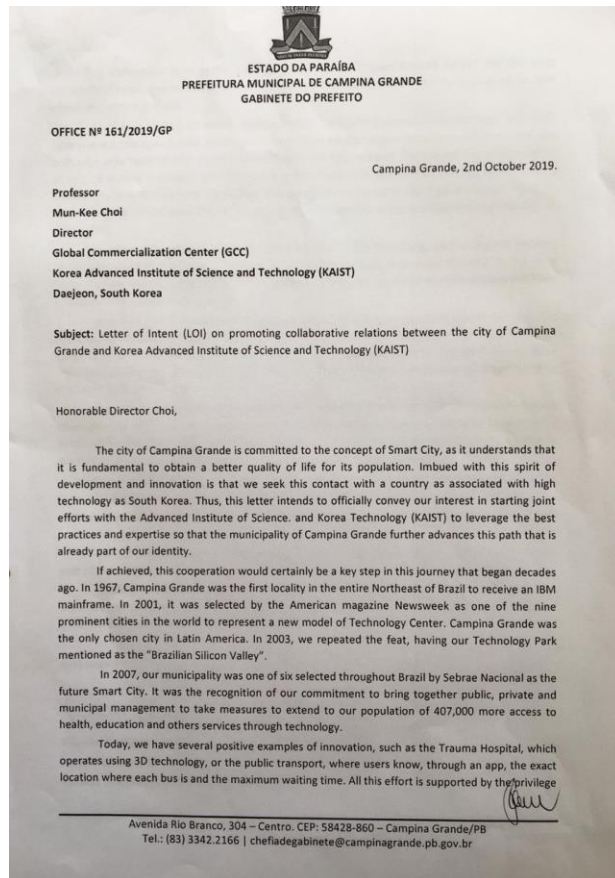
1.100
APARTMENTS

3.000
HOUSES

Federal Investment

US\$ 75 million

LOI: Campina Grande Smart City



Project 1. Campina Grande Smart City

Applicant

Romero Rodrigues Veiga (Mayor)

Potential partners

Federal University of Paraíba (UFPB)

Paraíba Technological Park Foundation (PaqTcPB)

Project 1. Campina Grande Smart City

Scope for Project Planning & Setup

- Benchmark
- Best practices
- Technologies



Project 1. Campina Grande Smart City

Specifications for Project Implementation

- First stage
- Second stage
- Downtown
- Aluisio Campos Housing Complex



Project 2. Consad States Procurement



LOI: Consad State Procurement



National Council of State Secretaries of Administration

CONSAD 258/2019

Brasilia, October 10th, 2019

Mr
Min-Kee Choi
Director
Global Commercialization Center (GCC)
Korea Advanced Institute of Science and Technology (KAIST)
Daejeon, South Korea

Subject: Letter of Intent (LOI) on promoting collaborative relations between Consad and Korea Advanced Institute of Science and Technology (KAIST)

Dear Sir,

The National Council of State Secretaries of Administration (CONSAD) has been following with interest the impact of technology on society and on the public sector. Considering this scenario, we started to promote guidelines for deepening the theme with the Brazilian states. Through these efforts, we believe it's possible to improve infrastructure and services in transportation, public safety, the governance in the cities and the citizen services overall.

In this regard, the present letter is to officially convey our interest to initiate joint efforts with the Global Commercialization Center (GCC) of the Korea Advanced Institute of Science and Technology (KAIST) to leverage on Korean best practices and technical expertise, so that our country may upgrade its capabilities and develop more innovative public services.

The objective of these collaborative efforts could be to conduct bilateral cooperative activities in order to further strengthen the bonds of friendship between the KAIST GCC and Brazil. Such cooperation is expected to result in synergistic augmentation of the expertise of each party and the exchange of technical knowledge. The scope of the cooperative activities shall primarily consist of joint activities related to the further development of solutions related to improving the welfare of our citizens, which could include:

- Benchmark of the Smart Cities Model in Korea, to understand the experiences of the adoption and implementation of technologies and resources in the Korean cases (such as Songdo and Sejong) relating these experiences to our cities.
- Analyzing benchmark and our feasibility to adopt best practices, specially in areas such as shared services and public procurement, to guide the reform and improvement of our systems.

In this scenario, our states are looking forward to strengthening our understanding of what are the technological tools and effective practices that could be pursued to ensure our citizens a better life. For this purpose, it is in the interest of Consad to establish close relations with globally recognized experts to better understand what the best strategy could be. For us, this collaborative relationship between Consad and KAIST GCC is part of the necessary efforts to promote such transformation in our public administration context.



National Council of State Secretaries of Administration

Looking forward to a positive response as well as a fruitful collaboration so that Korean expertise can enlighten the way of Brazilian authorities and we can jointly pave a way for potential development and enhanced efficiency and transparency.

Best Regards,

Fabricio Marques Santos
President
National Council of State Secretaries of Administration (CONSAD)
Federative Republic of Brazil

cc:

Dr. Florencin Ferrer, CEO, e-Strategia Pública
[Other Korean partner, KRIHS, International Relations Division, Public Procurement Service (PPS), Daejeon, South Korea]


Fabricio Marques Santos
President

National Council of State Secretaries of Administration (CONSAD)

Project 2. Consad States Procurement

Applicant

Fabricio Marques Santos (Consad's President)

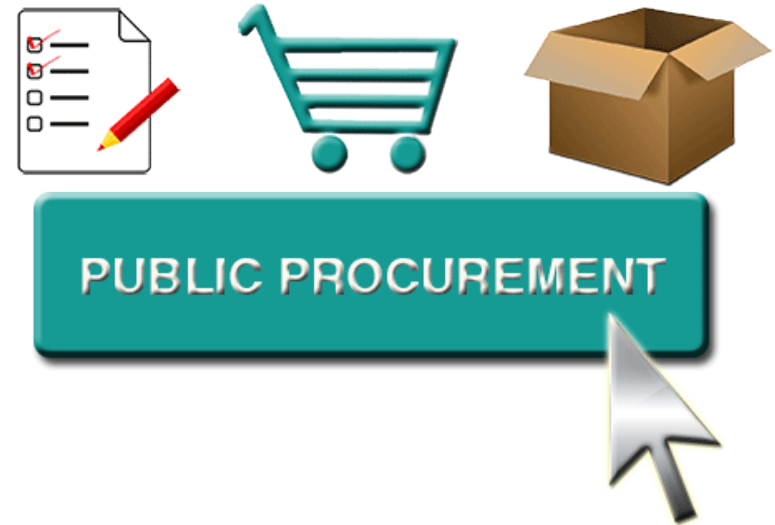
Consad



Project 2. Consad States Procurement

Relationship & Commercial prospecting

- The Group
- The first meeting
- The feasibility study



Project 2. Consad States Procurement

Potential short-term Brazilian State customers

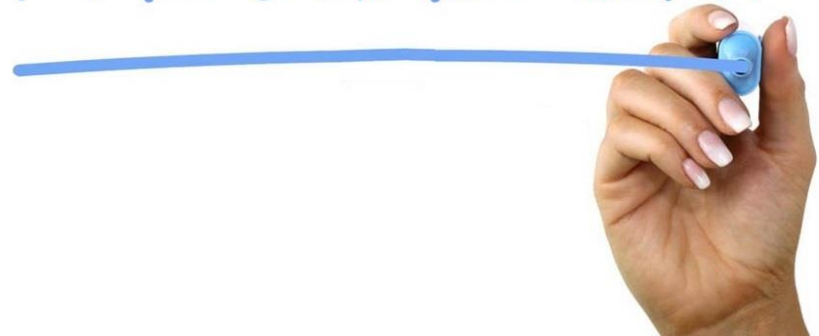
Minas Gerais, Piauí, São Paulo, Rio Grande do Norte, Espírito Santo, Pará, Ceará, Rio Grande do Sul, Pernambuco, Alagoas

Project 2. Consad States Procurement

Scope for Planning & Setup

- Benchmark
- Best practices
- Return on investment

BEST
PROCUREMENT



Project 2. Consad States Procurement

Specifications for Project Implementation

Simplification, standardization and digitalization

System managements and integration

Shared services, IoT and Blockchain



Project 2. Consad States Procurement

Potential financial resource

Brazilian Tax Management Support Program
(Profisco)



Project 2. Consad States Procurement

Potential financial resource

Brazilian Tax Management Support Program
(Profisco)

US\$ 1 billion



Shortlist (Recife)



Shortlist (Maricá)



Shortlist

Department of Health
(Tocantins/Brazil)

City of João Pessoa
(Paraíba State – BR)

City of Mendoza
(Argentina)

Vale do Paraíba
(São Paulo/Brazil)

National Directorate for Public C
ontracts – DNCP
(Paraguay)

Ministry of Public Works, Transp
ort, Housing and Urban Develop
ment
(El Salvador)

Among others

3. Strategic Approach

CAF

CAF
DEVELOPMENT BANK
OF **LATIN AMERICA**



IDB



IDB

Inter-American
Development Bank



Partnership



¡Muchas Gracias!

Dra. Florencia Ferrer
Phd Economic Sociology

Founding Partner



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