

TERMS OF REFERENCE

Contractual to carry out the country sectorial assessments for urban development and sustainable mobility for Brazilian cities (Component I).

BRAZIL

[Project Number]

BR-T1503

[Web link to approved document]

Integrated Urban Development Strategies and Sustainable Mobility in Brazilian Cities

1. Background

- 1.1. Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.
- 1.2. The Technical Cooperation (TC) objective is to promote urban development with land-use planning strategies aligned to sustainable mobility in Brazilian cities. Specifically, this TC seeks to deliver sustainable urban plans focusing on sustainable mobility for Brazilian municipalities. These plans will identify urban strategies and the investment needs, for sustainable urban mobility infrastructure for the next 20 years. The plans will also integrate land use planning concepts and its links to mobility (such as Transit Oriented Development), as well as climate resilience considerations, and other considerations of Urban Master Plans.
- 1.3. Brazilian cities face the challenge of rapid urbanization and inefficient land use planning regulation. Several cities throughout the country are characterized by low density urban growth patterns, poor accessibility, and extensive land expansion leading to vacant lots and inefficiencies. These land use patterns lead to increase in travel times and costs for commuters.
- 1.4. IDB studies on Latin American cities show that medium-sized Brazilian municipalities present unsustainable density levels. State capitals, such as Palmas and Vitoria, have large, urbanized areas, but low densities, 3,671 inh/km² and 6,253 inh/km², respectively.
- 1.5. Several empirical studies on urban form have shown that higher density is generally associated with lower per capita transport GHG emissions. A comparison between Curitiba and Brasilia metropolitan areas found that despite Curitiba’s higher degree of car ownership per capita, the more sprawled Brasilia has a much higher carbon footprint, with annual average CO₂ emissions from its light vehicle fleet emitting 46% more than the Curitiba metropolitan area. Therefore, introducing sustainable urban transport solutions will be crucial to reduce emissions and contribute to the delivery of the country’s National Determined Contribution (NDC); set at reducing GHG emissions by 37% below 2005 levels in 2025 and by 43% in 2030.
- 1.6. On the other hand, the rapid urbanization of Brazilian cities occurs while automobile industry expanded, and the construction and planning of several urban areas favored motorized private transport. In the last seventy years, the policy of mobility in Brazil has been aimed at the motorized transport and its infrastructure. When observing the laws from 1934 to 2003, mobility and non-motorized forms of transport are not mentioned (Guimarães et al, 2021).

- 1.7. Only in 2012 with Law NO. 12.587 from the Política Nacional de Mobilidade Urbana (National Policy of Urban Mobility) an incentive for non-motorized transport and collective transport took place. Despite that, little has been seen in terms of sustainable mobility.
- 1.8. Urban mobility is a key part of the urban planning process, and cities can significantly improve it by adjusting their urban and land use plans and incorporating sustainable mobility considerations. Sustainable mobility results in increased accessibility to urban services, jobs, and recreational areas, thus resulting in improved living conditions for inhabitants.
- 1.9. Urban and territorial planning has an inherent and fundamental economic function. It is a powerful instrument for reshaping the forms and functions of cities and regions in order to generate endogenous economic growth, prosperity and employment, while addressing the needs of the most vulnerable, marginalized or underserved groups.
- 1.10. A comprehensive mobility sector diagnosis allows to determine what measures are considered necessary to implement more sustainable and safe ways of transport: modes of transport that make compatible economic growth, social cohesion, and defense of the environment.
- 1.11. This TC seeks to develop Sustainable Urban Strategic Plans orientated to ensure offered transportation options to citizens that allow access to key destinations and services. That is, to guarantee universal accessibility; improve protection and road safety; reduce air pollution and noise, gas emissions that favor greenhouse effect and energy consumption; improve the efficiency and profitability of the transport of people and goods; and contribute to improve the attractiveness and environmental quality, in the urban area and urban design for the benefit of citizens, the economy and society as a whole.

2. Consultancy objective(s)

- 2.1. The objective of this consultancy is to develop (i) comprehensive diagnosis of the sustainable mobility in Brazilian cities, highlighting strengths of the model and opportunities of improvement) and (ii) benchmark of national and international best practices. This consultancy will be responsible for the components I, II, and III.

3. Main activities

- 3.1. The selected consulting firm will:
 - a) Review municipal characteristics to develop an urban analysis, with emphasis on transport situation. Use secondary data and, when necessary, primary data to diagnose the Brazilian cities
 - b) Identify barriers on implementing sustainable mobility
 - c) Analyze policies, delivery mechanisms and existing technical capacity in Brazilian municipalities to understand the required elements in creating an enabling environment for sustainable mobility
 - d) Analyze municipal frameworks to define clear roles and responsibilities to prepare high quality projects
 - e) Assess the best practices in urban sustainable mobility, nationally and internationally, and their possible implementation in Brazilian cities.

4. Deliverables

- 4.1. **Product 1.** Deliver a work plan and technical proposed methodology.

- 4.2. **Product 2.** Report containing a review of urban sustainable mobility best practices and an analysis of its possible application in Brazilian cities, identifying existing barriers (policies, delivery mechanisms and technical capacity).
- 4.3. **Product 3.** Draft version of Brazilian cities diagnosis report, providing an overview of the main urban problematic, with emphasis in transport situation (including urban planning and transport regulatory and institutional framework), community participation strategy design and actor mapping.
- 4.4. **Product 4.** Final version of diagnosis with conclusions and recommendations for Brazilian cities on how to implement urban sustainable mobility systems.

5. Qualifications

- 5.1. The consultancy firm and its team must have at least 15 years' experience in sustainable urban strategy, planning and policy projects. Experience with municipalities is also expected, as well as a relevant network in the area. Fluency in English, Portuguese and Spanish is also required for consultant team.
- 5.2. The consultancy firm must meet the following criteria:
 - Consultancy firm with proved experience in urban development, urban sustainability, and transport/mobility projects. Excellent interaction with national and local governments is desirable.
 - The consultancy should have experience of at least 15 years in studies and similar projects carried out in Brazilian municipalities - preferably - or in municipalities in Latin American or Caribbean countries. Companies will have to show experience in creating innovative methodologies of a holistic nature for intervention in and the consolidation of strategic areas.
 - The companies contracted to execute the project should be qualified in integral urban projects with a focus on local economic development, competitiveness, and sustainability. Relevant experience in creating strategies such as Business Improvement Districts (BID) will be highly valued. National and international awards are relevant as well as being a signatory of global pacts and the 2030 agenda.
 - Multidisciplinary teams will be appreciated. In the case of collective registrations, these will be made on behalf of a single technical officer, who will be the Team Leader, or, in the case of a legal entity of private law, on behalf of a single company / office with the designation of the Team Leader, his/her partner, who will be responsible for the presentation of the works.
 - To meet the objective of this ToR, the consulting team should include the following knowledge on key topics: active mobility, public spaces, urban qualification, urban resilience, local economic competitiveness, environmental qualification and sustainability, diversity and inclusion, employment and income, creative economy, governance.
 - The team leader must have a degree on transport planning, urban or regional planning, engineering, or related areas with at least 15 years of experience in transport projects implemented with national or local governments.
 - Team of consultants with at least 10 years of experience in transport strategy and urban planning.

6. Criteria

- 6.1. All activities contained in this ToR must be previously agreed with the project manager assigned by the IDB.
- 6.2. All documents contained in this TOR will be sent to the IDB's project manager and to the HUD/CBR and CCS/BR specialists for approval.
- 6.3. Final reports must be previously approved by the IDB and by the Ministry of Cities.
- 6.4. Every product must be submitted to the Bank in an electronic file. The documents should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.
- 6.5. All documents and other materials will need to be drafted in English and Portuguese and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

7. Other requirements

- 7.1. All travel should be included in the contract value
- 7.2. The consulting firm shall communicate the information to the IDB and the municipalities through fortnightly online meetings conducted through Microsoft Teams, or similar, as approved by the Project Manager.
- 7.3. The consulting firm will be responsible for communicating to the IDB and municipalities in a timely manner (at least two weeks) its pre-meeting lists of data needs, key project contacts, interested potential respondents and map of study areas/maps and illustrations for study/project agenda launch and meeting notes.

8. Payment Schedule

- 8.1. 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. The Bank wishes to receive the most competitive cost proposal for the services described herein.

Payment Schedule	
Deliverable	%
Product 1	15%
Product 2.	25%
Product 3.	25%
Product 4.	35%
Total	100%

TERMS OF REFERENCE

Contractual to carry out the Sustainable Urban Strategic Plans prepared for Brazilian municipalities (Component I).

BRAZIL

[Project Number]

BR-T1503

[Web link to approved document]

Integrated Urban Development Strategies and Sustainable Mobility in Brazilian Cities

1. Background

- 1.1. Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.
- 1.2. The Technical Cooperation (TC) objective is to promote urban development with land-use planning strategies aligned to sustainable mobility in Brazilian cities. Specifically, this TC seeks to deliver sustainable urban plans focusing on sustainable mobility for Brazilian municipalities. These plans will identify urban strategies and the investment needs, for sustainable urban mobility infrastructure for the next 20 years. The plans will also integrate land use planning concepts and its links to mobility (such as Transit Oriented Development), as well as climate resilience considerations, and other considerations of Urban Master Plans.
- 1.3. Brazilian cities face the challenge of rapid urbanization and inefficient land use planning regulation. Several cities throughout the country are characterized by low density urban growth patterns, poor accessibility, and extensive land expansion leading to vacant lots and inefficiencies. These land use patterns lead to increase in travel times and costs for commuters.
- 1.4. IDB studies on Latin American cities show that medium-sized Brazilian municipalities present unsustainable density levels. State capitals, such as Palmas and Vitoria, have large, urbanized areas, but low densities, 3,671 inh/km² and 6,253 inh/km², respectively.
- 1.5. Several empirical studies on urban form have shown that higher density is generally associated with lower per capita transport GHG emissions. A comparison between Curitiba and Brasilia metropolitan areas found that despite Curitiba’s higher degree of car ownership per capita, the more sprawled Brasilia has a much higher carbon footprint, with annual average CO₂ emissions from its light vehicle fleet emitting 46% more than the Curitiba metropolitan area. Therefore, introducing sustainable urban transport solutions will be crucial to reduce emissions and contribute to the delivery of the country’s National Determined Contribution (NDC); set at reducing GHG emissions by 37% below 2005 levels in 2025 and by 43% in 2030.
- 1.6. On the other hand, the rapid urbanization of Brazilian cities occurs while automobile industry expanded, and the construction and planning of several urban areas favored motorized private transport. In the last seventy years, the policy of mobility in Brazil has been aimed at the motorized transport and its infrastructure. When observing the laws from 1934 to 2003, mobility and non-motorized forms of transport are not mentioned (Guimarães et al, 2021).

- 1.7. Only in 2012 with Law NO. 12.587 from the Política Nacional de Mobilidade Urbana (National Policy of Urban Mobility) an incentive for non-motorized transport and collective transport took place. Despite that, little has been seen in terms of sustainable mobility.
- 1.8. Urban mobility is a key part of the urban planning process, and cities can significantly improve it by adjusting their urban and land use plans and incorporating sustainable mobility considerations. Sustainable mobility results in increased accessibility to urban services, jobs, and recreational areas, thus resulting in improved living conditions for inhabitants.
- 1.9. Urban and territorial planning has an inherent and fundamental economic function. It is a powerful instrument for reshaping the forms and functions of cities and regions in order to generate endogenous economic growth, prosperity and employment, while addressing the needs of the most vulnerable, marginalized or underserved groups.
- 1.10. A comprehensive mobility sector diagnosis allows to determine what measures are considered necessary to implement more sustainable and safe ways of transport: modes of transport that make compatible economic growth, social cohesion, and defense of the environment.
- 1.11. This TC seeks to develop Sustainable Urban Strategic Plans orientated to ensure offered transportation options to citizens that allow access to key destinations and services. That is, to guarantee universal accessibility; improve protection and road safety; reduce air pollution and noise, gas emissions that favor greenhouse effect and energy consumption; improve the efficiency and profitability of the transport of people and goods; and contribute to improve the attractiveness and environmental quality, in the urban area and urban design for the benefit of citizens, the economy and society as a whole.

2. Consultancy objective(s)

- 2.1. The objective of this consultancy is to develop a Sustainable Urban Strategic Plans for Brazilian cities, including mobility and sustainable development aspects.

3. Main activities

- 3.1. The selected consulting firm will:
 1. Develop a strategic plan and methodological implementation model of intervention for strategic areas, based on the Brazilian urban legislation guidelines and best urban planning practices, as 15-minutes city, Transport Oriented Development (DOT)
 2. Bring innovative aspects in the areas of integrated urban development, urban resilience, local economic development, and implementation instruments
 3. Highlight the plan' and model's replicability
 4. Design and implement a mechanism for community participation on the plan and implementation model

4. Deliverables

- 4.1 **Product 1.** Deliver a work plan and technical proposed methodology, including a propose for community participation
- 4.2 **Product 2.** Draft version of Plans, containing an urban diagnosis analysis with main aspects of the city, including environment and basic services situation, infrastructure state with emphasis on transport sector. Preliminary analysis of community participation.
- 4.3 **Product 3.** Final version of Plans with conclusions and recommendations for Brazilian cities on how to implement urban sustainable mobility systems

5. Qualifications

- 5.1. The consultancy firm and its team must have at least 15 years' experience in sustainable urban strategy, planning and policy projects. Experience with municipalities is also expected, as well as a relevant network in the area. Fluency in English, Portuguese and Spanish is also required for consultant team.
- 5.2. The consultancy firm must meet the following criteria:
 - Consultancy firm with proved experience in urban development, urban sustainability, and transport/mobility projects. Excellent interaction with national and local governments is desirable.
 - The consultancy should have experience of at least 15 years in studies and similar projects carried out in Brazilian municipalities - preferably - or in municipalities in Latin American or Caribbean countries. Companies will have to show experience in creating innovative methodologies of a holistic nature for intervention in and the consolidation of strategic areas.
 - The companies contracted to execute the project should be qualified in integral urban projects with a focus on local economic development, competitiveness, and sustainability. Relevant experience in creating strategies such as Business Improvement Districts (BID) will be highly valued. National and international awards are relevant as well as being a signatory of global pacts and the 2030 agenda.
 - Multidisciplinary teams will be appreciated. In the case of collective registrations, these will be made on behalf of a single technical officer, who will be the Team Leader, or, in the case of a legal entity of private law, on behalf of a single company / office with the designation of the Team Leader, his/her partner, who will be responsible for the presentation of the works.
 - To meet the objective of this ToR, the consulting team should include the following knowledge on key topics: active mobility, public spaces, urban qualification, urban resilience, local economic competitiveness, environmental qualification and sustainability, diversity and inclusion, employment and income, creative economy, governance.
 - The team leader must have a degree on transport planning, urban or regional planning, engineering, or related areas with at least 15 years of experience in transport projects implemented with national or local governments.
 - Team of consultants with at least 10 years of experience in transport strategy and urban planning.

6. Criteria

- 6.1. All activities contained in this ToR must be previously agreed with the project manager assigned by the IDB.
- 6.2. All documents contained in this TOR will be sent to the IDB's project manager and to the HUD/CBR and CCS/BR specialists for approval.
- 6.3. Final reports must be previously approved by the IDB and by the Ministry of Cities.
- 6.4. Every product must be submitted to the Bank in an electronic file. The documents should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.
- 6.5. All documents and other materials will need to be drafted in English and Portuguese and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

7. Other requirements

- 7.1. All travel should be included in the contract value
- 7.2. The consulting firm shall communicate the information to the IDB and the municipalities through fortnightly online meetings conducted through Microsoft Teams, or similar, as approved by the Project Manager.
- 7.3. The consulting firm will be responsible for communicating to the IDB and municipalities in a timely manner (at least two weeks) its pre-meeting lists of data needs, key project contacts, interested potential respondents and map of study areas/maps and illustrations for study/project agenda launch and meeting notes.

8. Payment Schedule

Payment Schedule	
Deliverable	%
Product 1	15%
Product 2.	35%
Product 3.	50%
Total	100%

TERMS OF REFERENCE

Contractual to carry out technical and economic feasibility assessments studies (Component II)
for interventions identified in urban strategic plans.

BRAZIL

[Project Number]

BR-T1503

[Web link to approved document]

Integrated Urban Development Strategies and Sustainable Mobility in Brazilian Cities

1. Background

- 1.1. Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.
- 1.2. The Technical Cooperation (TC) objective is to promote urban development with land-use planning strategies aligned to sustainable mobility in Brazilian cities. Specifically, this TC seeks to deliver technical, economic, environmental, and social feasibility assessments and pre-investment studies for interventions identified in urban strategic plans. The identified projects will respond to urban needs for the next 20 years, and will integrate environmental and climate resilience considerations, as well as other considerations of Urban Master Plans.
- 1.3. Brazilian cities face the challenge of rapid urbanization and inefficient land use planning regulation. Several cities throughout the country are characterized by low density urban growth patterns, poor accessibility, and extensive land expansion leading to vacant lots and inefficiencies. These land use patterns lead to increase in travel times and costs for commuters.
- 1.4. IDB studies on Latin American cities show that medium-sized Brazilian municipalities present unsustainable density levels. State capitals, such as Palmas and Vitoria, have large, urbanized areas, but low densities, 3,671 inh/km² and 6,253 inh/km², respectively.
- 1.5. Several empirical studies on urban form have shown that higher density is generally associated with lower per capita transport GHG emissions. A comparison between Curitiba and Brasilia metropolitan areas found that despite Curitiba’s higher degree of car ownership per capita, the more sprawled Brasilia has a much higher carbon footprint, with annual average CO₂ emissions from its light vehicle fleet emitting 46% more than the Curitiba metropolitan area. Therefore, introducing sustainable urban transport solutions will be crucial to reduce emissions and contribute to the delivery of the country’s National Determined Contribution (NDC); set at reducing GHG emissions by 37% below 2005 levels in 2025 and by 43% in 2030.
- 1.6. On the other hand, the rapid urbanization of Brazilian cities occurs while automobile industry expanded, and the construction and planning of several urban areas favored motorized private transport. In the last seventy years, the policy of mobility in Brazil has been aimed at the motorized transport and its infrastructure. When observing the laws from 1934 to 2003, mobility and non-motorized forms of transport are not mentioned (Guimarães et al, 2021).

- 1.7. Only in 2012 with Law NO. 12.587 from the Política Nacional de Mobilidade Urbana (National Policy of Urban Mobility) an incentive for non-motorized transport and collective transport took place. Despite that, little has been seen in terms of sustainable mobility.
- 1.8. Urban mobility is a key part of the urban planning process, and cities can significantly improve it by adjusting their urban and land use plans and incorporating sustainable mobility considerations. Sustainable mobility results in increased accessibility to urban services, jobs, and recreational areas, thus resulting in improved living conditions for inhabitants.
- 1.9. Urban and territorial planning has an inherent and fundamental economic function. It is a powerful instrument for reshaping the forms and functions of cities and regions in order to generate endogenous economic growth, prosperity, and employment, while addressing the needs of the most vulnerable, marginalized, or underserved groups.
- 1.10. A comprehensive mobility sector diagnosis allows to determine what measures are considered necessary to implement more sustainable and safe ways of transport: modes of transport that make compatible economic growth, social cohesion, and defense of the environment.
- 1.11. This TC seeks to develop feasibility assessments and pre-investment studies orientated to achieve sustainable urban development with emphasis on sustainable mobility. The types of projects to develop might include, for example, digitalization of urban mobility, improvement of urban logistics (including last mile delivery logistics), electromobility and micromobility interventions, slow-traffic systems for pedestrians and bicyclists, and private sector involvement in infrastructure development.

2. Consultancy objective(s)

- 2.1. The objective of this consultancy is to develop technical, economic, environmental, and social feasibility assessments and pre-investment studies (Component II) for interventions identified in urban strategic plans according to the activities described on this ToR.

3. Main activities

- 3.1. For each project the selected consultant or firm will:
 - a) Compile and analyze existing information for each city, including the necessary consultations and interviews with implementing agencies and government stakeholders.
 - b) Develop a baseline.
 - c) Carry out the necessary field work (if necessary): topographic surveys, soil studies, identification of current and planned urban infrastructure in the medium term, industrial and commercial activity characterization, availability of fiscal lands for project purposes, etc.
 - d) Develop studies of the population and mobility needs projections for the next 20 years.
 - e) Develop technical engineering designs.
 - f) Develop technical, economic, environmental, and social feasibility assessments.
 - g) Develop alternatives studies.
 - h) Identify barriers to the project execution.

4. Reports / Deliverables

- 4.1. Product 1. Background analysis and diagnosis of the current situation for each city.
- 4.2. Product 2. Project Formulation and Evaluation Document, containing the technical, economic and financial aspects involved, and including alternatives study.
- 4.3. Product 3. Executive Project of the works for each project.
- 4.4. Product 4. Tender documentation for construction projects.

5. Qualifications

- 5.1. The consultancy firm and its team must have at least 10 years' experience in delivering transport/mobility projects. Experience with municipalities is also expected, as well as a relevant network in the area. Fluency in English, Portuguese and Spanish is also required for consultant team.
- 5.2. The minimum team that the Consulting Firm must assign to carry out the studies will consist of:
 - a) Project Director: A Civil Engineer, a professional with more than fifteen (15) years of experience, especially in transport/mobility projects.
 - b) Assistant Project Director: Engineer or Architect, professional with more than ten (10) years of experience, especially in coordination of infrastructure projects.
 - c) Transport/mobility Specialist: Civil Engineer, professional with more than ten (10) years of experience, especially in transport/mobility projects.
 - d) Economist: Bachelor of Economics, professional with at least ten (10) years of experience in socio-economic analysis and economic-financial evaluation of projects, especially in transport/mobility.
- 5.3. The following documents must be submitted for analysis:
 - Curriculum vitae of consultants indicated by the consultancy firm to deliver the activities, including their experience with similar projects and three references.
 - Technical proposal, including the description of the institutions, their relevance to the consultancy objective, as well as the methodology that will be used.
 - Financial proposal, containing detailed budget and activities.
 - Activity implementation schedule.

6. Criteria

- 6.1. All activities contained in this ToR must be previously agreed with the project manager assigned by the IDB.
- 6.2. All documents contained in this TOR will be sent to the IDB's project manager and to the HUD/CBR and CCS/BR specialists for approval.
- 6.3. Final reports must be previously approved by the IDB and by the Ministry of Cities.
- 6.4. Every product must be submitted to the Bank in an electronic file. The documents should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.

6.5. All documents and other materials will need to be drafted in English and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

7. Other requirements

7.1. All travel should be included in the contract value.

8. Payment Schedule

Payment Schedule	
Deliverable	%
Product 1	10%
Product 2.	20%
Product 3.	30%
Product 4.	40%
Total	100%

TERMS OF REFERENCE

Contractual to carry out socio-environmental feasibility assessments and pre-investment studies (Component II) for interventions identified in urban strategic plans.

BRAZIL

[Project Number]

BR-T1503

[Web link to approved document]

Integrated Urban Development Strategies and Sustainable Mobility in Brazilian Cities

9. Background

- 9.1. Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.
- 9.2. The Technical Cooperation (TC) objective is to promote urban development with land-use planning strategies aligned to sustainable mobility in Brazilian cities. Specifically, this TC seeks to deliver technical, economic, environmental, and social feasibility assessments and pre-investment studies for interventions identified in urban strategic plans. The identified projects will respond to urban needs for the next 20 years, and will integrate environmental and climate resilience considerations, as well as other considerations of Urban Master Plans.
- 9.3. Brazilian cities face the challenge of rapid urbanization and inefficient land use planning regulation. Several cities throughout the country are characterized by low density urban growth patterns, poor accessibility, and extensive land expansion leading to vacant lots and inefficiencies. These land use patterns lead to increase in travel times and costs for commuters.
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- 9.5. Several empirical studies on urban form have shown that higher density is generally associated with lower per capita transport GHG emissions. A comparison between Curitiba and Brasilia metropolitan areas found that despite Curitiba’s higher degree of car ownership per capita, the more sprawled Brasilia has a much higher carbon footprint, with annual average CO₂ emissions from its light vehicle fleet emitting 46% more than the Curitiba metropolitan area. Therefore, introducing sustainable urban transport solutions will be crucial to reduce emissions and contribute to the delivery of the country’s National Determined Contribution (NDC); set at reducing GHG emissions by 37% below 2005 levels in 2025 and by 43% in 2030.
- 9.6. On the other hand, the rapid urbanization of Brazilian cities occurs while automobile industry expanded, and the construction and planning of several urban areas favored motorized private transport. In the last seventy years, the policy of mobility in Brazil has been aimed at the motorized transport and its infrastructure. When observing the laws

from 1934 to 2003, mobility and non-motorized forms of transport are not mentioned (Guimarães et al, 2021).

- 9.7. Only in 2012 with Law NO. 12.587 from the Política Nacional de Mobilidade Urbana (National Policy of Urban Mobility) an incentive for non-motorized transport and collective transport took place. Despite that, little has been seen in terms of sustainable mobility.
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- 9.9. Urban and territorial planning has an inherent and fundamental economic function. It is a powerful instrument for reshaping the forms and functions of cities and regions in order to generate endogenous economic growth, prosperity, and employment, while addressing the needs of the most vulnerable, marginalized, or underserved groups.
- 9.10. A comprehensive mobility sector diagnosis allows to determine what measures are considered necessary to implement more sustainable and safe ways of transport: modes of transport that make compatible economic growth, social cohesion, and defense of the environment.
- 9.11. This TC seeks to develop feasibility assessments and pre-investment studies orientated to achieve sustainable urban development with emphasis on sustainable mobility. The types of projects to develop might include, for example, digitalization of urban mobility, improvement of urban logistics (including last mile delivery logistics), electromobility and micromobility interventions, slow-traffic systems for pedestrians and bicyclists, and private sector involvement in infrastructure development.

10. Consultancy objective(s)

- 10.1. The objective of this consultancy is to develop socio-environmental and feasibility assessments and pre-investment studies (Component II) for interventions identified in urban strategic plans according to the activities described on this ToR.

11. Main activities

- 11.1. For each project the selected consultant or firm will:
 - i) Compile and analyze existing information for each city, including the necessary consultations and interviews with implementing agencies and government stakeholders.
 - j) Develop a baseline.
 - k) Carry out the necessary field work (if necessary): topographic surveys, soil studies, identification of current and planned urban infrastructure in the medium term, industrial and commercial activity characterization, availability of fiscal lands for project purposes, etc.
 - l) Develop studies of the population and mobility needs projections for the next 20 years.
 - m) Develop technical engineering designs.
 - n) Develop technical, economic, environmental, and social feasibility assessments.

- o) Develop alternatives studies.
- p) Identify barriers to the project execution.

12. Reports / Deliverables

- 12.1. Product 1. Background analysis and diagnosis of the current situation for each city.
- 12.2. Product 2. Project Formulation and Evaluation Document, containing the economic-social and environmental aspects involved, and including alternatives study.
- 12.3. Product 3. Executive Project of the works for each project.
- 12.4. Product 4. Tender documentation for construction projects.

13. Qualifications

- 13.1. The consultancy firm and its team must have at least 10 years' experience in delivering transport/mobility projects. Experience with municipalities is also expected, as well as a relevant network in the area. Fluency in English, Portuguese and Spanish is also required for consultant team.
- 13.2. The minimum team that the Consulting Firm must assign to carry out the studies will consist of:
 - e) Economist: Bachelor of Economics, professional with at least ten (10) years of experience in socio-economic analysis and economic-financial evaluation of projects, especially in transport/mobility.
 - f) Environmental Specialist: Civil or Environmental Engineer, professional with at least ten (10) years of experience, especially in environmental studies and evaluations of transport/mobility projects.
- 13.3. The following documents must be submitted for analysis:
 - Curriculum vitae of consultants indicated by the consultancy firm to deliver the activities, including their experience with similar projects and three references.
 - Technical proposal, including the description of the institutions, their relevance to the consultancy objective, as well as the methodology that will be used.
 - Financial proposal, containing detailed budget and activities.
 - Activity implementation schedule.

14. Criteria

- 14.1. All activities contained in this ToR must be previously agreed with the project manager assigned by the IDB.
- 14.2. All documents contained in this TOR will be sent to the IDB's project manager and to the HUD/CBR and CCS/BR specialists for approval.
- 14.3. Final reports must be previously approved by the IDB and by the Ministry of Cities.
- 14.4. Every product must be submitted to the Bank in an electronic file. The documents should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.
- 14.5. All documents and other materials will need to be drafted in English and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

15. Other requirements

15.1. All travel should be included in the contract value.

16. Payment Schedule

Payment Schedule	
Deliverable	%
Product 1	10%
Product 2.	20%
Product 3.	30%
Product 4.	40%
Total	100%

TERMS OF REFERENCE

Contractual to carry out socio-economic assessments and pre-investment studies (Component II) for interventions identified in urban strategic plans.

BRAZIL

[Project Number]

BR-T1503

[Web link to approved document]

Integrated Urban Development Strategies and Sustainable Mobility in Brazilian Cities

17. Background

- 17.1. Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.
- 17.2. The Technical Cooperation (TC) objective is to promote urban development with land-use planning strategies aligned to sustainable mobility in Brazilian cities. Specifically, this TC seeks to deliver technical, economic, environmental, and social feasibility assessments and pre-investment studies for interventions identified in urban strategic plans. The identified projects will respond to urban needs for the next 20 years, and will integrate environmental and climate resilience considerations, as well as other considerations of Urban Master Plans.
- 17.3. Brazilian cities face the challenge of rapid urbanization and inefficient land use planning regulation. Several cities throughout the country are characterized by low density urban growth patterns, poor accessibility, and extensive land expansion leading to vacant lots and inefficiencies. These land use patterns lead to increase in travel times and costs for commuters.
- 17.4. IDB studies on Latin American cities show that medium-sized Brazilian municipalities present unsustainable density levels. State capitals, such as Palmas and Vitoria, have large, urbanized areas, but low densities, 3,671 inh/km² and 6,253 inh/km², respectively.
- 17.5. Several empirical studies on urban form have shown that higher density is generally associated with lower per capita transport GHG emissions. A comparison between Curitiba and Brasilia metropolitan areas found that despite Curitiba’s higher degree of car ownership per capita, the more sprawled Brasilia has a much higher carbon footprint, with annual average CO₂ emissions from its light vehicle fleet emitting 46% more than the Curitiba metropolitan area. Therefore, introducing sustainable urban transport solutions will be crucial to reduce emissions and contribute to the delivery of the country’s National Determined Contribution (NDC); set at reducing GHG emissions by 37% below 2005 levels in 2025 and by 43% in 2030.
- 17.6. On the other hand, the rapid urbanization of Brazilian cities occurs while automobile industry expanded, and the construction and planning of several urban areas favored motorized private transport. In the last seventy years, the policy of mobility in Brazil has been aimed at the motorized transport and its infrastructure. When observing the laws

from 1934 to 2003, mobility and non-motorized forms of transport are not mentioned (Guimarães et al, 2021).

- 17.7. Only in 2012 with Law NO. 12.587 from the Política Nacional de Mobilidade Urbana (National Policy of Urban Mobility) an incentive for non-motorized transport and collective transport took place. Despite that, little has been seen in terms of sustainable mobility.
- 17.8. Urban mobility is a key part of the urban planning process, and cities can significantly improve it by adjusting their urban and land use plans and incorporating sustainable mobility considerations. Sustainable mobility results in increased accessibility to urban services, jobs, and recreational areas, thus resulting in improved living conditions for inhabitants.
- 17.9. Urban and territorial planning has an inherent and fundamental economic function. It is a powerful instrument for reshaping the forms and functions of cities and regions in order to generate endogenous economic growth, prosperity, and employment, while addressing the needs of the most vulnerable, marginalized, or underserved groups.
- 17.10. A comprehensive mobility sector diagnosis allows to determine what measures are considered necessary to implement more sustainable and safe ways of transport: modes of transport that make compatible economic growth, social cohesion, and defense of the environment.
- 17.11. This TC seeks to develop feasibility assessments and pre-investment studies orientated to achieve sustainable urban development with emphasis on sustainable mobility. The types of projects to develop might include, for example, digitalization of urban mobility, improvement of urban logistics (including last mile delivery logistics), electromobility and micromobility interventions, slow-traffic systems for pedestrians and bicyclists, and private sector involvement in infrastructure development.

18. Consultancy objective(s)

- 18.1. The objective of this consultancy is to develop socio-economic and feasibility assessments and pre-investment studies (Component II) for interventions identified in urban strategic plans according to the activities described on this ToR.

19. Main activities

- 19.1. For each project the selected consultant or firm will:
 - q) Compile and analyze existing information for each city, including the necessary consultations and interviews with implementing agencies and government stakeholders.
 - r) Develop a baseline.
 - s) Carry out the necessary field work (if necessary): topographic surveys, soil studies, identification of current and planned urban infrastructure in the medium term, industrial and commercial activity characterization, availability of fiscal lands for project purposes, etc.
 - t) Develop studies of the population and mobility needs projections for the next 20 years.
 - u) Develop technical engineering designs.
 - v) Develop technical, economic, environmental, and social feasibility assessments.

- w) Develop alternatives studies.
- x) Identify barriers to the project execution.

20. Reports / Deliverables

- 20.1. Product 1. Background analysis and diagnosis of the current situation for each city.
- 20.2. Product 2. Project Formulation and Evaluation Document, containing the economic-social and environmental aspects involved, and including alternatives study.
- 20.3. Product 3. Executive Project of the works for each project.
- 20.4. Product 4. Tender documentation for construction projects.

21. Qualifications

- 21.1. The consultancy firm and its team must have at least 10 years' experience in delivering transport/mobility projects. Experience with municipalities is also expected, as well as a relevant network in the area. Fluency in English, Portuguese and Spanish is also required for consultant team.
- 21.2. The minimum team that the Consulting Firm must assign to carry out the studies will consist of:
 - a. Economist: Bachelor of Economics, professional with at least ten (10) years of experience in socio-economic analysis and economic-financial evaluation of projects, especially in transport/mobility.
 - b. Social Specialist: sociology or social worker, professional with at least ten (10) years of experience, especially in socio-economic studies and evaluations of transport/mobility and urban development projects.
- 21.3. The following documents must be submitted for analysis:
 - Curriculum vitae of consultants indicated by the consultancy firm to deliver the activities, including their experience with similar projects and three references.
 - Technical proposal, including the description of the institutions, their relevance to the consultancy objective, as well as the methodology that will be used.
 - Financial proposal, containing detailed budget and activities.
 - Activity implementation schedule.

22. Criteria

- 22.1. All activities contained in this ToR must be previously agreed with the project manager assigned by the IDB.
- 22.2. All documents contained in this TOR will be sent to the IDB's project manager and to the HUD/CBR and CCS/BR specialists for approval.
- 22.3. Final reports must be previously approved by the IDB and by the Ministry of Cities.
- 22.4. Every product must be submitted to the Bank in an electronic file. The documents should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.
- 22.5. All documents and other materials will need to be drafted in English and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

23. Other requirements

23.1. All travel should be included in the contract value.

24. Payment Schedule

Payment Schedule	
Deliverable	%
Product 1	10%
Product 2.	20%
Product 3.	30%
Product 4.	40%
Total	100%

TERMS OF REFERENCE

Contractual to carry out the structuring of pilot interventions (Component II), previously identified in the Sustainable Urban Strategic Plans.

BRAZIL

[Project Number]

BR-T1503

[Web link to approved document]

Integrated Urban Development Strategies and Sustainable Mobility in Brazilian Cities

1. Background

- 1.1. Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.
- 1.2. The Technical Cooperation (TC) objective is to promote urban development with land-use planning strategies aligned to sustainable mobility in Brazilian cities. Specifically, this TC seeks to deliver sustainable urban plans focusing on sustainable mobility for Brazilian municipalities. These plans will identify urban strategies and the investment needs, for sustainable urban mobility infrastructure for the next 20 years. The design of financing instruments for intervention strategies and the structuring of pilot interventions are also included.
- 1.3. Brazilian cities face the challenge of rapid urbanization and inefficient land use planning regulation. Several cities throughout the country are characterized by low density urban growth patterns, poor accessibility, and extensive land expansion leading to vacant lots and inefficiencies. These land use patterns lead to increase in travel times and costs for commuters.
- 1.4. IDB studies on Latin American cities show that medium-sized Brazilian municipalities present unsustainable density levels. State capitals, such as Palmas and Vitoria, have large urbanized areas, but low densities, 3,671 inh/km² and 6,253 inh/km², respectively.
- 1.5. Several empirical studies on urban form have shown that higher density is generally associated with lower per capita transport GHG emissions. A comparison between Curitiba and Brasilia metropolitan areas found that despite Curitiba’s higher degree of car ownership per capita, the more sprawled Brasilia has a much higher carbon footprint, with annual average CO₂ emissions
- 1.6. from its light vehicle fleet emitting 46% more than the Curitiba metropolitan area. Therefore, introducing sustainable urban transport solutions will be crucial to reduce emissions and contribute to the delivery of the country’s National Determined Contribution (NDC); set at reducing GHG emissions by 37% below 2005 levels in 2025 and by 43% in 2030.
- 1.7. On the other hand, the rapid urbanization of Brazilian cities occurs while automobile industry expanded, and the construction and planning of several urban areas favored motorized private transport. In the last seventy years, the policy of mobility in Brazil has been aimed at the motorized transport and its infrastructure. When observing the laws

from 1934 to 2003, mobility and non-motorized forms of transport are not mentioned (Guimarães et al, 2021).

- 1.8. Only in 2012 with Law NO. 12.587 from the Política Nacional de Mobilidade Urbana (National Policy of Urban Mobility) an incentive for non-motorized transport and collective transport took place. Despite that, little has been seen in terms of sustainable mobility.
- 1.9. Urban mobility is a key part of the urban planning process, and cities can significantly improve it by adjusting their urban and land use plans and incorporating sustainable mobility considerations. Sustainable mobility results in increased accessibility to urban services, jobs, and recreational areas, thus resulting in improved living conditions for inhabitants.
- 1.10. Urban and territorial planning has an inherent and fundamental economic function. It is a powerful instrument for reshaping the forms and functions of cities and regions in order to generate endogenous economic growth, prosperity and employment, while addressing the needs of the most vulnerable, marginalized or underserved groups.
- 1.11. A comprehensive mobility sector diagnosis allows to determine what measures are considered necessary to implement more sustainable and safe ways of transport: modes of transport that make compatible economic growth, social cohesion and defense of the environment.
- 1.12. This TC seeks to develop Sustainable Urban Strategic Plans orientated to ensure offered transportation options to citizens that allow access to key destinations and services. That is, to guarantee universal accessibility; improve protection and road safety; reduce air pollution and noise, gas emissions that favor greenhouse effect and energy consumption; improve the efficiency and profitability of the transport of people and goods; and contribute to improve the attractiveness and environmental quality, in the urban area and urban design for the benefit of citizens, the economy and society as a whole.

2. Consultancy objective(s)

- 2.1. The objective of this consultancy is to design financing instruments for intervention strategies and the structuring of pilot interventions, previously identified in the Sustainable Urban Strategic Plans.

3. Main activities

- 3.1. The selected consultancy firm will deliver the activities described below:
 - a) Select and diagnose potential areas where pilot projects can be applied, and carry out a diagnosis of the area, focused on validating the choice of the pilot.
 - b) Develop a general characterization, based on available information of the areas, and a diagnostic of the planning and regulatory parameters, regarding the review and/or regulation of the city's land use law, and other key urban development instruments.
 - y) Consultations and interviews with implementing agencies and government stakeholders.
 - z) Develop technical engineering designs.
 - aa) Develop technical, economic, environmental, and social prefeasibility assessments.
 - bb) Identify barriers to the project execution.

4. Reports / Deliverables

- 4.1. Product 1. Deliver a work plan and a technical proposed methodology for pilot selection.
- 4.2. Product 2. Pilot selection and general characterization of the area. Actual situation diagnosis.
- 4.3. Product 3. Project Formulation containing the technical, economic-social, financial and environmental aspects involved, including alternatives study.
- 4.4. Product 4. Executive Project final report.

5. Qualifications

- 5.1. The consultancy firm and its team must have at least 10 years' experience in delivering transport/mobility projects. Experience with municipalities is also expected, as well as a relevant network in the area. Fluency in English, Portuguese and Spanish is also required for consultant team.
- 5.2. The minimum team that the Consulting Firm must assign to carry out the studies will consist of:
 - a) Project Director: A Civil Engineer, a professional with more than fifteen (15) years of experience, especially in transport/mobility projects.
 - b) Assistant Project Director: Engineer or Architect, professional with more than ten (10) years of experience, especially in coordination of infrastructure projects.
 - c) Transport/mobility Specialist: Civil Engineer, professional with more than ten (10) years of experience, especially in transport/mobility projects.
 - d) Economist: Bachelor of Economics, professional with at least ten (10) years of experience in socio-economic analysis and economic-financial evaluation of projects, especially in transport/mobility.
 - e) Environmental Specialist: Civil or Environmental Engineer, or related professional disciplines with at least ten (10) years of experience, especially in environmental studies and evaluations of transport/mobility projects.
- 5.3. The following documents must be submitted for analysis:
 - Curriculum vitae of consultants indicated by the consultancy firm to deliver the activities, including their experience with similar projects and three references.
 - Technical proposal, including the description of the institutions, their relevance to the consultancy objective, as well as the methodology that will be used.
 - Financial proposal, containing detailed budget and activities.
 - Activity implementation schedule.

6. Criteria

- 6.1. All activities contained in this ToR must be previously agreed with the project manager assigned by the IDB.
- 6.2. All documents contained in this TOR will be sent to the IDB's project manager and to the HUD/CBR and CCS/BR specialists for approval.
- 6.3. Final reports must be previously approved by the IDB and by the Ministry of Cities.

- 6.4. Every product must be submitted to the Bank in an electronic file. The documents should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.
- 6.5. All documents and other materials will need to be drafted in English and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

7. Other requirements

- 7.1. All travel should be included in the contract value

8. Payment Schedule

Payment Schedule	
Deliverable	%
Product 1	10%
Product 2.	20%
Product 3.	30%
Product 4.	40%
Total	100%

TERMS OF REFERENCE

Contractual to develop the products related to Knowledge Dissemination (Component III)

BRAZIL

[Project Number]

BR-T1503

[Web link to approved document]

Integrated Urban Development Strategies and Sustainable Mobility in Brazilian Cities

1. Background

- 1.1. Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.
- 1.2. The Technical Cooperation (TC) objective is to promote urban development with land-use planning strategies aligned to sustainable mobility in Brazilian cities. Specifically, this TC seeks to deliver sustainable urban plans focusing on sustainable mobility for Brazilian municipalities. These plans will identify urban strategies and the investment needs, for sustainable urban mobility infrastructure for the next 20 years. The design of financing instruments for intervention strategies and the structuring of pilot interventions are also included.
- 1.3. Brazilian cities face the challenge of rapid urbanization and inefficient land use planning regulation. Several cities throughout the country are characterized by low density urban growth patterns, poor accessibility, and extensive land expansion leading to vacant lots and inefficiencies. These land use patterns lead to increase in travel times and costs for commuters.
- 1.4. IDB studies on Latin American cities show that medium-sized Brazilian municipalities present unsustainable density levels. State capitals, such as Palmas and Vitoria, have large urbanized areas, but low densities, 3,671 inh/km² and 6,253 inh/km², respectively.
- 1.5. Several empirical studies on urban form have shown that higher density is generally associated with lower per capita transport GHG emissions. A comparison between Curitiba and Brasilia metropolitan areas found that despite Curitiba’s higher degree of car ownership per capita, the more sprawled Brasilia has a much higher carbon footprint, with annual average CO₂ emissions
- 1.6. from its light vehicle fleet emitting 46% more than the Curitiba metropolitan area. Therefore, introducing sustainable urban transport solutions will be crucial to reduce emissions and contribute to the delivery of the country’s National Determined Contribution (NDC); set at reducing GHG emissions by 37% below 2005 levels in 2025 and by 43% in 2030.
- 1.7. On the other hand, the rapid urbanization of Brazilian cities occurs while automobile industry expanded, and the construction and planning of several urban areas favored motorized private transport. In the last seventy years, the policy of mobility in Brazil has been aimed at the motorized transport and its infrastructure. When observing the laws from 1934 to 2003, mobility and non-motorized forms of transport are not mentioned (Guimarães et al, 2021).

- 1.8. Only in 2012 with Law NO. 12.587 from the Política Nacional de Mobilidade Urbana (National Policy of Urban Mobility) an incentive for non-motorized transport and collective transport took place. Despite that, little has been seen in terms of sustainable mobility.
- 1.9. Urban mobility is a key part of the urban planning process, and cities can significantly improve it by adjusting their urban and land use plans and incorporating sustainable mobility considerations. Sustainable mobility results in increased accessibility to urban services, jobs, and recreational areas, thus resulting in improved living conditions for inhabitants.
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- 1.12. This TC seeks to develop Sustainable Urban Strategic Plans orientated to ensure offered transportation options to citizens that allow access to key destinations and services. That is, to guarantee universal accessibility; improve protection and road safety; reduce air pollution and noise, gas emissions that favor greenhouse effect and energy consumption; improve the efficiency and profitability of the transport of people and goods; and contribute to improve the attractiveness and environmental quality, in the urban area and urban design for the benefit of citizens, the economy and society as a whole.

2. Consultancy objective(s)

- 2.1. The objective of this consultancy is to create awareness and increase knowledge about Integrated Urban Development Strategies for Sustainable Mobility in Brazilian Cities. The consultancy firm will produce communication material that supports government and stakeholders on their capacity and efforts to implement the knowledge produced throughout the project and apply Integrated Urban Development Strategies for Sustainable Mobility principles to promote urban development with land-use planning strategies aligned to sustainable mobility in Brazilian cities.

3. Main activities

- 3.1. The selected consultancy firm will deliver the activities described below:
 - a) Develop a communication strategy to direct activities and engagement with internal and external stakeholders.
 - b) Plan and implement communication activities that strengthen the awareness and raises the profile and visibility of the project's outcomes.
 - c) Produce and disseminate communication material, including digital material, briefings, articles, press releases, factsheets, publicity material and write ups on the products delivered throughout the project. This will include a variety of communication channels, including the IDBs blog platform and mainstream media outlets.

- d) Organize workshops and events to communicate results. The consultancy company should ensure appropriate communication before, during and after the workshop sessions and events.

4. Reports / Deliverables

- 4.1. Product 1. Deliver a communication strategy, including: i) mapping strategic stakeholders; ii) defining outreach activities; iii) reflecting products produced in components 1 and 2 of the project.
- 4.2. Product 2. Communication material, which consists of developing a wide range of communication material to disseminate knowledge among key stakeholders and wider public.
- 4.3. Product 3. Delivery of outreach activities through digital and printed material, including workshops and events targeted at government and relevant market stakeholders.

5. Qualifications

- 5.1. Legal or not-for-profit legal entity with experience in designing and developing knowledge products to a variety of audiences and best channels for dissemination; experience on different forms of communication production digital and printed communication strategies; strong network with the media; proven experience with communication and outreach; and proven writing and editing skills to convey concise and clear ideas to a variety of target audiences.
- 5.2. The minimum team that the Consulting Firm must assign to carry out the studies will consist of:
 - a) Coordinator: with a postgraduate degree in the subjects related to this consultancy. Must show a minimum of 10 years of professional experience. Previous experience with projects with the Bank is highly desirable.
 - b) Expert with at least 5 years of experience in the design of communication strategies and production of communication materials.
- 5.3. The following documents must be submitted for analysis:
 - Curriculum vitae of consultants indicated by the consultancy firm to deliver the activities, including their experience with similar projects and three references.
 - Technical proposal, including the description of the institutions, their relevance to the consultancy objective, as well as the methodology that will be used.
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6. Criteria

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7. Other requirements

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8. Payment Schedule

Payment Schedule	
Deliverable	%
Product 1	20%
Product 2.	50%
Product 3.	30%
Total	100%

TERMS OF REFERENCE

Contractual to develop the products related to Knowledge Dissemination (Component III)

1. Background

- 1.1 Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.
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 - 1.12 This TC seeks to develop Sustainable Urban Strategic Plans orientated to ensure offered transportation options to citizens that allow access to key destinations and services. That is, to guarantee universal accessibility; improve protection and road safety; reduce air pollution and noise, gas emissions that favor greenhouse effect and energy consumption; improve the efficiency and profitability of the transport of people and goods; and contribute to improve the attractiveness and environmental quality, in the urban area and urban design for the benefit of citizens, the economy and society as a whole.
- 2. What you'll do:**
- 2.1 Support awareness raising and communication activities of BR-T1503. This includes the organization of capacity building sessions and workshops to disseminate knowledge produced throughout the project.
- 3. Activities:**
- 3.1 The consultant will deliver the following activities:
 - a. Coordinate the awareness raising and communication activities;
 - b. Organize capacity building sessions with government and other relevant stakeholders;
 - c. Lead the articulation of outreach activities amongst the IDB, Municipalities and Ministry of Regional Development and other relevant partners;
 - d. Produce reports and other relevant communication and outreach materials to support knowledge dissemination, ensuring appropriate communication before, during and after knowledge sharing and capacity building sessions.
- 4. Deliverables:**
- Product 1: Work plan setting out the objectives, targets and implementation milestones for awareness raising activities.
 - Product 2: Report on engagement activities with the IDB, Ministry of Infrastructure and other relevant partners.
 - Product 3: Capacity building sessions with key stakeholders, including the coordination and execution activities and the development of internal reports to communicate outcomes of the activities, and external communication material (e.g. blogs, articles).
 - Product 4: Final report containing the coordination and execution activities of the technical cooperation.

5. Payment's timeline:

Product	Description	Deadline
1	Work plan	March 2022
2	Draft Report	May 2022
3	Capacity Building Sessions	July 2022
4	Final Report	September 2022

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; MSc, MBA or similar advantageous. Academic background in communication, Languages, or other related field, such as journalism, interactive public affairs, international relations, combined with additional qualifications relevant to specific sector of focus. At least 10 years of professional work experience, or the equivalent combination of education and experience in the field of transport, climate change, and sustainable development.

Experience: Experience in undertaking legal analysis; excellent communication skills, including written and oral forms; proven ability to communicate with several stakeholders and conduct interviews to obtain the required information; ability to prepare clear, and concise reports with specific and visually appealing information; analytic capacity and ability to assess project outputs and relevant findings; good team player, self-starter, ability to work under limited supervision.

Languages: Fluency in English and Portuguese is required.

Core and Technical Competencies: Substantial experience communication production and capacity building, including transport infrastructure and sustainability.

Opportunity Summary:

- Type of contract and modality: Products and External Services (PEC) Consultant.
- Length of contract: 100 days.
- Starting date: March 2022.
- Location: Brasilia.
- Responsible person: Senior Climate Change Specialist in Brazil
- 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.

Payment and Conditions: Compensation will be determined in accordance with Bank's policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

Visa and Work Permit: It is the responsibility of the candidate to obtain the necessary visa or work permits required by the authorities of the country(ies) in which the services will be rendered to the Bank. If a candidate cannot obtain a visa or work permit to render services to the Bank the contractual offer will be rescinded.

Consanguinity: Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the IDB, IDB Invest, or MIF as staff members or Complementary Workforce contractuals, will not be eligible to provide services for the Bank.

Diversity: The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity based on gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, and religion. We encourage women, Afro-descendants, and persons of indigenous origins to apply.

Our team in Human Resources carefully reviews all applications.