



**PUBLIC CALL PROCEDURE INVEST PASS Nº 02/2020
ACCELERATION PROGRAM FOR SUSTAINABLE SOLUTIONS**

INVEST PARANÁ, a legal entity established under private law, a non-profit institution, an Autonomous Social Service, established under the terms of State Law No. 17016/2011, registered under the CNPJ 17.269.926/0001-80, located at Rua Padre Agostinho, 690, 2º andar, Mercês, Curitiba/PR, announces, to anyone who may be interested, this **PUBLIC CALL PROCEDURE**, which will remain in effect for 12 months after publication.

1. Purpose of the Public Call Procedure

The objective of this **Public Call Procedure** is to coordinate a process of collaborative promotion of sustainable and innovative solutions, through the development of a Joint Support Plan (JSP) that will be executed by **INVEST PARANÁ** and the applicant/proponent. The JSP's actions may involve the state government, municipalities, national and international state companies, international organizations, international cooperation agencies, representations from other countries, development banks and investment funds. **INVEST PARANÁ** will be the coordinator of the JSP, with the applicant/proponent co-responsible for the execution of the initiatives.

2. Project Description

Among the main social objectives of **INVEST PARANÁ** is the promotion of economic development in the State of Paraná and, among its attributions, are planning, developing, encouraging and fostering actions for promotion and sustainable development and tourism.



In addition, **INVEST PARANÁ** coordinates actions aimed at preparing economic and technical studies and provides services that, besides promoting foreign trade, investments and the national and international competitiveness of companies in Paraná, support commercial negotiations in the general interest of the State of Paraná.

In order to fulfill the objectives set out in its Governing Law (State Law No. 17016/2011), **INVEST PARANÁ** created the **INVEST PASS Program** seeking to promote sustainability projects that impact the Paraná scenario through technical mentoring for the development of the potential accredited initiative and/or its adaptation for the implementation of a pilot that, if approved, can be replicated in the territory of the State of Paraná.

3. Justification for this Public Call Procedure

INVEST PARANÁ is a non-profit entity, established under private law, collective interest and public utility. **INVEST PARANÁ** has the competence to cooperate with the State of Paraná for the regular execution of policies to promote economic development, as well as actions to promote investments, in accordance with state development policies, particularly those related to industrial, commercial, technological, agriculture, sustainable development and tourism, and services areas. To achieve its objectives, **INVEST PARANÁ** carries out diversified actions aimed at promoting negotiations and increasing the value of Paraná products and services, such as prospective and commercial missions, business roundtables, support for the participation of Paraná companies in major national and international fairs, buyers and opinion makers visits to get to know Paraná's productive structure, among others, aim to strengthen the State of Paraná as a global business partner. **INVEST PARANÁ** also works in a coordinated manner with public and private actors to attract investments and economic development to Paraná, focusing on priority sectors to encourage the competitiveness of Paraná companies, socioeconomic development and

tourism.

Given this institutional mission and the challenge of carrying out actions focused on sustainability, which has become even more relevant as a result of the COVID-19 Pandemic, **INVEST PARANÁ** decided to carry out a program to accelerate the sustainable solutions developed by society. This being a win-win situation as, **INVEST PARANÁ** wins, by enabling several innovative initiatives to contribute to the sustainable development of Paraná and the partner who can boost its sustainable solution, also wins, whether by having the opportunity to implement its project or gaining visibility with the Paraná government, investors, national and international companies, and international bodies.

4. Detailing of the object

INVEST PARANÁ seeks to identify projects, research, methodologies, products, processes, services and systems which focus on innovations that induce sustainability in the state of Paraná. To ensure the expected result, **INVEST PARANÁ** will assess whether the initiatives:

- I) Accelerate the Sustainable Development Goals (SDGs) according to the 2030 Agenda of the United Nations (UN)
- II) Present new sustainable local development policies with potential for replication
- III) Enable the insertion of innovative sustainable processes in the governmental structure
- IV) Stimulate green entrepreneurship

4.1 Planned Steps

The **INVEST PASS** will take place in 5 stages:



1. Expression of Interest by filling in a specific form;
2. Accreditation of interested parties, who meet the minimum criteria;
3. Calling interested parties to present the initiatives (in person or through videos);
4. Selection of Initiatives, according to the score;
5. Structuring the Joint Support Plan (JSP)

To formalize the accreditation, the following criteria will be evaluated by **INVEST PARANÁ**:

Link to the Sustainable Development Goals - SDGs; Compatibility with the purpose of the program; Characterization of the challenge to be overcome; Adaptability and Scalability of the initiative; Complexity of execution; Degree of Innovation and Transformational Potential. The accreditation does not generate any obligation on the part of **INVEST PARANÁ**.

INVEST PARANÁ will select interested parties accredited by this **Public Call** according to the score in the **Table of Selection Criteria**, and according to interest, availability and compatibility with the identified opportunity.

Table of Selection Criteria

Critérios	Breve Descritivo	Peso
SDGs	Nature of the linked SDGs and potential to meet their specific goals	20
COMPATIBILITY	Proximity to the mission of promoting sustainable development	15
CHALLENGE	Relevance of the scenario and the problem presented	10
ADAPTABILITY AND SCALABILITY	Potential to replicate in Paraná	10
COMPLEXITY IN EXECUTION	Feasibility of implementation, considering the technical aspects and costs	10
DEGREE OF INNOVATION	Originality and Creativity	15

TRANSFORMING POTENTIAL	Impact on society, considering environmental preservation, rational use of natural resources, mitigation of climate change, poverty reduction, economic inclusion, and promotion of social integration	20
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The JSP, formalized with the selected companies, will have an initial duration of 12 months (which may be renewed, or not, for an equal amount of time). The partnership will be evaluated every four months by **INVEST PARANÁ**, and may be canceled/terminated at any time by the entity or renewed for successive periods of 4 months (at its discretion, and at its convenience), until the Program's deadline (which may also be renewed) , or not):

5. Recipients of the Public Call

The recipients, hereinafter referred to as interested parties, of the **Public Call** are:

- 5.1 Universities and/or legal entities linked to Universities (ex: Foundations, Associations);
- 5.2 Researchers or research groups linked to educational institutions or entities that promote research;
- 5.3 Civil Society Organizations;
- 5.4 Non-Governmental Organizations;
- 5.5 International Organizations;
- 5.6 International Cooperation Agencies;
- 5.7 Individual micro entrepreneurs;
- 5.8 Small and Medium Enterprises;

6. Specifications

6.1 6.1 When submitting a proposal to the **public call**, each participant, agrees and authorizes the **INVEST PARANÁ** use the material submitted to interventions involving the implementation of the initiative and/or publication of the project (or any part thereof) in webportais, digital publications, physical exposures or printed editions, always making mandatory reference to all authors.

6.2 By signing up for the **public call**, participants guarantee the original authorship of their projects, not having been extracted in whole or in part from any other work. Likewise, the participants undertake that their proposals, in development or ready for implementation, do not violate the rights of third parties and agree to defend, indemnify and exempt **INVEST PARANÁ** from any claim, action or legal process.

6.3 The accredited participants undertake to participate in fairs, events and seminars in which **INVEST PARANÁ** (as an organizer or participant) judges as opportune for the development of their initiatives.

7. Counterparts

7.1 The selected participants **may have** included in the JSP the counterparts at the discretion of **INVEST PARANÁ**, due to the partnership being:

- a) Commitment to give visibility to the approved partner, on the **INVEST PARANÁ** website, on its social media, in press releases about the action and/or thematic events and seminars organized by **INVEST PARANÁ**.
- b) Assistance in negotiating strategic public and private partnerships.
- c) Support in fundraising and search for investors.
- d) Feasibility of implementing the selected initiative in Paraná

territory.

- e) Association of the brand/name of the partner, to the action carried out by **INVEST PARANÁ**, as defined by **INVEST PARANÁ** in online and offline media, upon the approval of **INVEST PARANÁ**.
- f) The right to explore the title “**INVEST PARANÁ Partner in the INVEST PASS Program, for the promotion of Sustainable Development in the State of Paraná in 2020/2021**”.
- g) The right to use the action mark carried out by **INVEST PARANÁ**, according to the file to be prepared and made available by **INVEST PARANÁ**.

7.2 The interested party may receive sponsorship from other third parties in order to financially sponsor its participation in the action/initiative carried out by **INVEST PARANÁ**, which will be entirely the responsibility of the participant. In case this sponsorship occurs, there will be no link between the sponsor of the solution and/or content with **INVEST PARANÁ**, nor any liability or guarantees. Upon formal request, **INVEST PARANÁ** will authorize the use of the sponsor's brand of the solution and/or content accompanied by the partner entity's brand, with the following words: “Solution and/or Content XXXX Sponsored in this Action by XXXX”.

7.3 Every four months (from the date of formalization of the JSP), **INVEST PARANÁ** will evaluate the solution and/or content used. If **INVEST PARANÁ** feels its needs have been met, at its own discretion, a business partnership agreement, contract or other legal instrument may be entered into, if considered desirable to do so. **The purpose of this will be to regulate the rights and obligations of the parties. Including the possibility of distributing and/or receiving future revenues and/or royalties** generated by the partnership, in favor of **INVEST PARANÁ**.

8. Date for submission of proposals and guidelines for participation

8.1. In order to confirm participation, it is necessary to complete the form provided in a link on the **INVEST PARANÁ** portal on the same online page where this **Public Call** notice is published

8.1.1 The registration forms that do not meet this **Public Call**'s specifications received that does not respect what is recommended by this **Public Call**, or stipulate specifications and/or has an activation description in disagreement with the provisions of items 4 and 6 of this **Public Call**, will not be considered by **INVEST PARANÁ**

8.1.2 The applications received will be analyzed individually by an Analysis Committee, which may be composed of members of the **INVEST PARANÁ** team, members of other organs/entities of the Paraná State government structure and institutions recognized for their performance in the area of sustainable development.

8.2. The proposals, presented under the terms of this Notice, will be scored jointly by the members of the Proposal Analysis Committee, referred to in "clause 8.1", as provided in the table in item 4

8.3. For all purposes of this **Public Call**, it is understood that the attribution of the terms "does not meet" and "partially meets" will be justified by the committee and informed to the participants

8.4. **Score and accreditation of the proposal**

- i. According to the scoring criteria and the weights of each criterion, proposals may receive final grades ranging from 0 to 100.
- ii. All proposals with final grades equal to or greater than 75 will be accredited.



iii. The accredited entities/companies will compose the Bank of Qualified Projects to promote Sustainable Development in Paraná and may be used in national and international actions, defined at the discretion of **INVEST PARANÁ** based on the profile of the project and the existing opportunities in the market, in the public sector. or in international development institutions.

iv. The calling criteria of the initiatives that are part of the Bank of Qualified Projects to promote Sustainable Development Paranaense are:

- a. applicability and suitability of the solution and/or content to the specific activity, event, initiative or realization of **INVEST PARANÁ**;
- b. adherence and implantability of the solution and/or content in the specific activity, event, initiative or accomplishment of **INVEST PARANÁ**;
- c. final score and classification of the proposal as described in item 4, starting with the highest score and specificity of its use according to the opportunity identified by **INVEST PARANÁ**.

8.5. The companies/entities will receive an email from the address investpass@apdbrazil.org.br with information on the approval or rejection of the partnership, according to the score achieved, within 20 working days after the proposal is sent.

9. Final considerations

9.1. The interested party, who has the proposal approved, will automatically grant **INVEST PARANÁ** the right to use its solution and/or content in actions carried out in 2020/2021, for a period of 12 months (from the date of formalization of the JSP) or until the Program deadline (if it is not renewed by **INVEST PARANÁ** at the end of 12 months from the publication of the Notice). The interested party, whose partnership



has been granted, ensures the legality of the intellectual property rights, to be used in the partnership. And that the party will obtain, if necessary, the assignment of the patrimonial rights of the professionals and personnel involved in the execution of actions related to the object of the partnership, which may be used by **INVEST PARANÁ** for the purposes of this **Public Call** without any burden or harm to **INVEST PARANÁ**.

9.2. The interested party, whose partnership has been granted, undertakes not to use the **INVEST PARANÁ** trademark and any other distinctive signs without their proper authorization.

9.3. **INVEST PARANÁ** may use the mark and other distinctive signs of interested parties whose partnership has been granted, including in conjunction with the brands and other distinctive signs of **INVEST PARANÁ**, for the purposes set out in this **Public Call**.

9.4. The interested party, whose partnership has been granted, ensures the authorization and/or assignment to **INVEST PARANÁ** of the rights to use the image, voice and other correlates of any person involved in the partnership to be broadcast on institutional channels and in advertising actions of **INVEST PARANÁ**.

9.5. Any requests for additional information or requests for clarification that may be necessary should be sent to the email. investpass@apdbrazil.org.br . Responses will be presented within 20 working days.

9.6. The Analysis Committee may request clarifications, request the presentation of documents and/or additional information and promote any measures deemed necessary for the regular defense of **INVEST PARANÁ**'s interests, at any stage of the process and whenever deemed necessary, and may set deadlines for compliance , intended to elucidate or complement the instruction of the process, under penalty of

disqualification of the proposal, the subsequent inclusion of information or documents that should originally appear in the proposal or documentation is prohibited.

9.7. The contacts provided for in this item will be made using the data provided by the applicant at the time of submission of its participation in this **Public Call**.

9.8. In the analysis, those responsible will adopt the principle of moderate formalism and will be able to remedy errors or flaws that do not alter the substance of the proposals and/or documents

9.9. Participation in this **Public Call** implies for those interested:

- (i) the full and irrevocable acceptance of all terms, clauses and conditions contained in this notice;
- (ii) observance of the legal and regulatory precepts in force; and
- (iii) responsibility for the fidelity and legitimacy of the information and documents presented

9.10. Interested parties assume all costs of preparing and presenting their solutions and/or content, stressing that **INVEST PARANÁ** will not, in any case, be responsible for these costs, regardless of the conduct or the result of the **Public Call**.

9.11. The interested party is obliged to declare, under legal penalties, the supervenience of a fact that impedes participation.

9.12. The competent authority of **INVEST PARANÁ** may cancel this **Public Call** justifiably, due to reasons of interest to **INVEST PARANÁ**, due to a supervening fact duly proven, pertinent and sufficient to justify such conduct, and for illegality, of office or for provocation of any person, by means of a written and reasoned act. The cancellation of the **Public Call** may induce the cancellation of any partnership originating.

9.13. The approval of the solution and/or content will not imply an obligation of use by **INVEST PARANÁ**.

9.14. Any interested party is prohibited from attempting to impede the normal course of the **Public Call** by using resources or merely delaying means, subjecting the author to disqualification and applicable legal sanctions..

9.15. All responses regarding any questions or clarifications will be made available to interested parties in due course, with the effect of communicating acts, electronically on the Internet, at the address of **INVEST PARANÁ**. It is the sole responsibility of the interested parties to monitor the publications.

10. DATA PROTECTION

10.1. The parties undertake, whenever applicable, to act in compliance with the legislation in force on the Protection of Personal Data and the determinations of regulatory/supervisory bodies on the matter, in particular, Law No. 13.709/2018 - General Protection Law of Personal Data (GPLPD)

10.2. The partner undertakes to process and use the personal data provided under the legally permitted terms, in particular by collecting, registering, organizing, consulting, only and only in cases in which the holder has given consent.

10.3. The personal data provided in the registration form have the sole and exclusive purpose of identification and contact with the participant of this **Public Call**.



Curitiba, October 14,2020

CEO

DIRECTOR OF INTERNATIONAL RELATIONS

ANNEX 1 - SCORING TABLE

Item	Does Not Meet	Partially Meets	Fully Meets	Weight	Score
ODS				20	
COMPATIBILITY				15	
CHALLENGE				10	
ADAPTABILITY AND STABILITY				10	
COMPLEXITY IN EXECUTION				10	
DEGREE OF INNOVATION				15	
TRANSFORMING POTENTIAL				20	
					Total

To all purposes of this **Public Call**, it is understood that:

- a) The submitted proposal “does not meet” the evaluated criterion when the Judging Committee understands that the proposal presented is totally different from the criterion under evaluation or it was not possible to prove the information.
- b) The submitted proposal “partially meets” the evaluated criterion when the Judging Committee understands that only part of the submitted proposal is in line with the criterion under evaluation and it was possible to prove the information.
- c) The submitted proposal “fully meets” the evaluated criterion when the Judging Committee understands that the submitted proposal is entirely in line with the criterion under evaluation and was proven by the interested party.
- d) If the object of the forwarded proposal does not adhere to the objectives and/or interests of **INVEST PARANÁ**, it may be unclassified, for the mere liberality and convenience of the institution.

CRONOGRAMA

STAGE	RESPONSIBLE	DEADLINE
Expression of Interest by the specific form filling;	Interested Party	Permanent
Accreditation of interested parties that meet the minimum criteria;	INVEST PARANÁ	20 working days from the date of the expression of interest
Invitation of interested parties to present the initiatives (in person or by sending videos);	INVEST PARANÁ	10 working days
Selection of Initiatives, according to score;	INVEST PARANÁ	Indefinite
Structuring the Joint Support Plan (JSP)	INVEST PARANÁ and Interested Party	20 working days from the call