

Call for  
**ideas**

COVID-19:  
new opportunities  
for sustainable cities

CAF  
DEVELOPMENT BANK  
OF LATIN AMERICA

50  
years

cities with  
a future  
a CAF initiative

Fundación  
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## COVID-19: NEW OPPORTUNITIES FOR SUSTAINABLE CITIES

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CALL FOR IDEAS

CONTEST RULES

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## WHY A CALL FOR IDEAS?

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The COVID-19 pandemic has forced Latin American cities to rethink their policies for facing new local realities and the challenge of maintaining a balance between economic performance and the social well-being of their citizens, especially the most vulnerable ones.

COVID-19 has revealed certain limitations of our cities' capacity to address problems of this magnitude, which in many cases are tied to structural issues identified before the pandemic, but it also made visible the creativity and ingenuity for designing and implementing innovative solutions that respond to the situation and transcend the crisis with an eye on the future. Many of these ideas have stimulated ongoing functional practices to foster a more sustainable and healthy life in the city, in many cases even contributing to better access for the most vulnerable populations to basic services, such as employment, education, health, public spaces, and, in general, to the opportunities offered by life in a city.

It is precisely the identification of the good ideas with the potential to become sustainable urban policies that emerged during the pandemic that the initiative **Cities With a Future** led by **CAF-- Development Bank of Latin America** in partnership with **Fundación Avina** wants to promote through the Call for Ideas **"COVID-19: New Opportunities for Sustainable Cities."**

## WHAT IS THE OBJECTIVE OF THE CALL FOR IDEAS?

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The Call for Ideas **"COVID-19: New Opportunities for Sustainable Cities"** seeks to stimulate the configuration of more balanced urban settings based on greater access to opportunities that promote social inclusion and productivity in our cities. Specifically, the call aims to encourage the participation of the different actors of civil society to identify, analyze, conceptualize, and project those ideas that facilitate a transition to more sustainable and resilient cities in response to the health crisis resulting from the pandemic.

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## WHO CAN PARTICIPATE?

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The call is extended to university students, professionals, non-profit organizations, members of civil society, community associations, and, in general, any individual interested in urban development and willing to share their ideas to help improve the post-pandemic reality of the region's cities. Ideas with the potential for implementation in **CAF member countries**<sup>1</sup> may be presented by individuals or groups of individuals in Spanish, Portuguese, or English.

Applicants can be of any nationality and must be over 18 years of age. In the case of a group of people, one person must be named the "representative of the idea."

## IS MY IDEA THE RIGHT ONE?

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We look for ideas in a state of incubation that represent creative and innovative interventions, in favor of providing solutions to the different challenges that have been imposed on cities in the post-pandemic transition period. The proposed solutions must comprehensively consider elements related to at least one of the following urban aspects:

- Public spaces
- Spaces for collective use
- Informal settlements
- Non-motorized mobility
- Public transport

We expect to receive ideas germinated as a response to or as a consequence of the pandemic but which go beyond the current situation, even addressing problems that existed before COVID-19. **The present crisis is, in essence, an opportunity for the future.** In this regard, ideas should have at least one of the following differentiating characteristics:

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<sup>1</sup>Argentina, Barbados, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Jamaica, Mexico, Panama, Paraguay, Peru, Portugal, Spain, Trinidad and Tobago, Uruguay, and Venezuela.

# Call for ideas

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**Resilience:** show the capacity to adapt to different scenarios of economic reactivation and revitalization of urban life in their different stages and phases.

**Inclusion:** promote participation and social inclusion in a context of physical distancing, with a focus on gender and on vulnerable populations, aimed at reducing inequality and social segregation. Likewise, they should contemplate strategies for multi-actor cooperation and the strengthening of urban governance.

**Environmental sustainability:** cover tacit and crosscutting environmental sustainability criteria in scenarios such as reducing the carbon footprint; managing urban waste; reducing, mitigating, and adapting to risks in areas of vulnerability and a global context of climate change.

**Production:** represent opportunities aimed at optimizing economic, social, and environmental resources in the process of generating well-being and improving people's quality of life. This includes the reduction of operating costs, the strengthening of local productivity networks, access to employment, and the development of opportunities with an economic value from a territorial perspective.

To orient the conceptualization of the ideas, the proposal submission form will address a series of guiding questions that will allow the applicant(s) to describe:

1. The desired model of space (e.g., public space, informal settlement) or activity (e.g., transportation system, food distribution chain) to be acted upon.
2. The effect of COVID-19 on the desired model.
3. How the idea mitigates these effects.
4. The idea's contribution to the strengthening of the attributes of the desired model.
5. The resources needed to implement the idea.

# Call for ideas

## COVID-19: new opportunities for sustainable cities

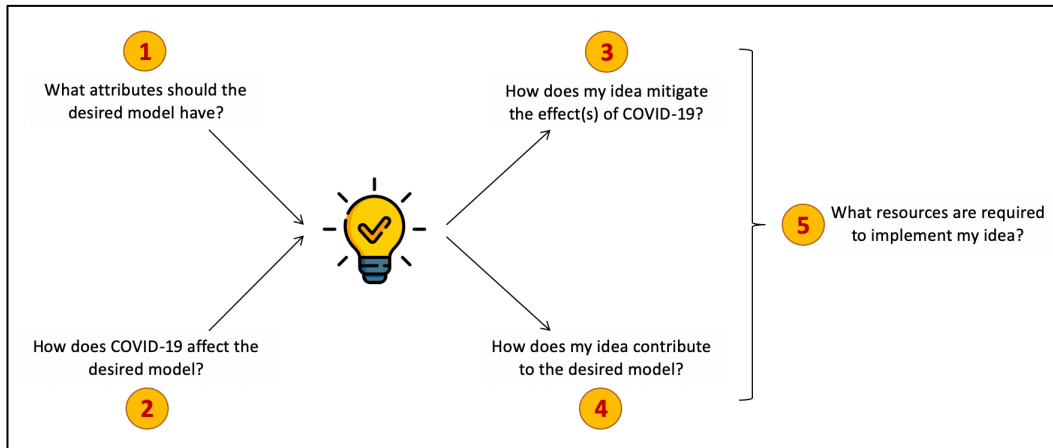
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### GUIDING QUESTIONS



### WHAT ARE THE CONTEST DATES?

Kick-off of the call for applications: October 23, 2020

Consultation period: November 2 –15, 2020

Close of the call for applications: November 29, 2020

Announcement of results: Two weeks after the close of the call for applications

### HOW DO I PRESENT MY IDEA?

The idea must be uploaded to the official contest website no later than November 29, 2020, at 11:59 pm (GMT-4), following the three (3) steps indicated below:

- **Complete the submission form:** with all pertinent information about the person or team submitting the application and the general aspects of the idea. Specifically, the form will include a series of fields for answering the guiding questions posed in these rules with a specific number of characters for each response.
- **Attach corresponding support material:** up to a maximum of six Tabloid or A3-sized pages (300 dpi, in pdf or jpg format, 11" x 17") can be uploaded as reference material.
- **Include the YouTube link to a presentation video of the proposal:** the idea should be briefly and creatively described in a video no longer than 2 minutes.

# Call for ideas

## COVID-19: new opportunities for sustainable cities



### WHO IS ON THE JURY?

The jury will be composed of three (3) experts in urban development, whose expertise will be based on their involvement in the communities of practice, academia, or public management in the field of the formulation and implementation of urban policies. The names of the jury will be announced on the contest's official website two weeks after the kick-off of the submission proposal period.

CAF and Fundación Avina will appoint a representative from each organization to accompany the proposal evaluation and deliberation process.

### HOW WILL MY IDEA BE EVALUATED?

Once the submission period ends, all the proposals received will be evaluated based on their fulfillment of the eligibility criteria set out in these rules. The ideas that pass this first preselection phase will be submitted to the jury for consideration based on the following evaluation criteria:

EVALUATION CRITERIA	WEIGHT
<b>Conceptualization:</b> in addition to the alignment with the context of the contest's scope of action, the degree of contribution of the idea to the model of space or activity acted upon within the framework of the pandemic, as well as its impact in terms of greater inclusion and urban productivity.	30%
<b>Innovation:</b> ideas must challenge the <i>status quo</i> by introducing a purposeful view capable of going beyond the health emergency with a renewed look at the old challenges facing our cities. In this regard, we value original ideas that point to a disruption or generation of new models of intervention, management, governance, among others.	25%
<b>Feasibility:</b> we are seeking ideas that adapt to the reality of each city and the distinctive features of each territory. Proposals must present solutions 'grounded' in the current context in cultural, social, environmental, and economic terms.	25%
<b>Cost-impact:</b> the cost-impact relationship will be evaluated to determine the degree of scalability. Ideas must outline with precision the requirements in terms of human and financial resources, as well as the direct impact on the aspects of the urban environment mentioned in these rules.	20%

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## WHAT IF MY IDEA STANDS OUT?

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Three proposals for each of the five aspects of the urban environment defined in these rules will be pre-selected and awarded a special commendation. Of the fifteen shortlisted ideas, the three best proposals will be awarded as follows:

- First Place: USD 10,000.00
- Second Place: USD 5,000.00
- Third Place: USD 3,000.00

Contest results will be announced publicly on the CAF website two weeks after the proposal submission deadline. Subsequently, the awards will be presented at an event held by CAF and Fundación Avina, in coordination with each winner.

The prizes can be used by winners with no restrictions. If the winning idea was presented by a group, the award will be given to the person named as the representative of the idea on the registration form.

All payments will be made by CAF in U.S. dollars, without any deduction for any taxes, fees, or charges. Payment of any applicable taxes, fees, or charges will be the sole responsibility of the winner of said prize.

## WHAT IF I HAVE DOUBTS?

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Participants may submit inquiries or request for clarifications on any aspect of these rules through [desarrollourbano@caf.com](mailto:desarrollourbano@caf.com) by November 15, 2020. Replies will be shared by the same mean used to publish these rules.

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## WHAT ELSE SHOULD I TAKE INTO ACCOUNT?

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### Ineligibility/conflicts of interest

- Any person who could be in an advantageous position or have any influence on the decision of the jury, or those who have any other conflict of interest concerning the contest, is not eligible to participate. This applies in particular to all members of the jury and guests, as well as their spouses, first or second-degree relatives or extended family members, permanent business partners or partners in a particular project, and their immediate superiors and employees.
- CAF or Fundación Avina personnel will abstain from participating in the contest.

### Consent

All parties, including participants, jury members, and guests, grant their consent to the conditions described in the contest's rules that apply to their activities as contest participants or contributors.

### Legal Framework of the Contest

Each contestant, by the mere fact of participating in the contest, accepts and understands that they are expressly subject to the terms of these rules.

The contest may be declared void regarding any of the prizes if the jury decides that the entries fail to respond adequately to the contest's objectives or fail to meet the quality criteria.

CAF and Fundación Avina have the power to resolve any issues that arise during the development of the contest, regarding the interpretation, modification, and effects of these rules.

Neither CAF nor Fundación Avina undertakes to finance subsequent actions that may derive from the contest. Any commitment in this regard will be subject to satisfactory results, at the discretion of the organizing institutions, of the analysis and evaluation process as determined appropriate regarding all aspects of each project, including the discretionary approval of the internal instances of each organization, and the signing of the applicable documentation.



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The statements that appear in the Property and Copyright section are considered true and every member of each team that registers in the contest is obliged to the terms contained therein by the mere fact of participating in the contest.

The eligibility of the winning teams will be verified before the awards ceremony. If any team or its members do not comply with the provisions of the contest rules, they will lose their right to receive the award and will not be entitled to any compensation whatsoever.

The participants agree to accept the decision of the corresponding jury as a final decision. There is no right of appeal and no participant may appeal to any national or international court.

## PROPERTY AND COPYRIGHT

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By merely participating in the contest, every member of each participating team guarantees that they own or have rights to all design concepts, drawings, images, renderings, sketches, photographs, models, texts, documents, information, and any other material submitted for the contest and that nothing in this material violates the copyright of any other person. Each one of the members of the respective teams is expressly and jointly obliged to indemnify and compensate CAF or any of its officials, officers, employees, shareholders, agents, advisors, or representatives for any damages arising from any type of claim, collection, litigation, loss, prejudice, cost, penalty or expense (including legal expenses) arising from or in connection with any violation of the intellectual property rights of third parties by any of the members of the team.

Although the copyright belongs to each of the authors, including the protection against copying of ideas and the right to publish the proposal, the contestants explicitly grant CAF and Fundación Avina the right to use the data, documents, and files submitted, either in whole or in part, internally or externally, in any manner and for any purpose, including but not limited to the rights of display, reproduction and publication and others that may correspond to the purpose of the contest. This right is not intended for commercial use or financial remuneration.

By simply participating in the contest, each member of the participating teams grants CAF and Fundación Avina the right to use the contest proposals as part of the public domain through online publications in electronic or printed format or both, in which case credit will be given to the authors and their contributors, per the authorship statement.

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Each of the members of the participating teams acknowledges and gives their consent for their proposal to be published on CAF's website ([www.caf.com](http://www.caf.com)) following the contest and used in presentations and publications made by CAF and Fundación Avina.

### DISCLAIMER

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The results, interpretations, and conclusions expressed in the proposals submitted to the contest are the sole responsibility of their author(s), and in no way can they be attributed to CAF or the members of its Executive Board or the countries they represent. Neither CAF nor Fundación Avina guarantee the accuracy of the data included in the proposals and are not responsible in any way for the consequences resulting from their use.