

## PLANO DE AQUISIÇÕES



**GOVERNO DO ESTADO DO RIO GRANDE DO NORTE  
SECRETARIA DE ESTADO DO PLANEJAMENTO E DAS FINANÇAS  
PROJETO INTEGRADO DE DESENVOLVIMENTO SUSTENTÁVEL  
UNIDADE GERENCIAMENTO DO PROJETO - UGP**

### I. Considerações Gerais

#### 1. Informações sobre o Projeto

País: Brasil  
Mutuário: Estado do Rio Grande do Norte  
Nome do Projeto: Projeto Integrado de Desenvolvimento Sustentável – RN Sustentável  
Projeto N°: P126452  
Empréstimo N°.: 82760-BR

#### 2. Período coberto pelo plano de licitação

Original: 15/03/2013 a 15/09/2014 (18 meses)

Revisão nº 1:	10/14/20 13	a	14/04/20 15	(18 meses)
Revisão nº 2:	8/1/2014	a	28/02/20 16	(18 meses)
Revisão nº 2:				(18 meses)

### **3. Data de aprovação do Banco do Plano de Aquisição**

Original: 10/05/13

Revisão nº 1: 16/10/13

Revisão nº 2 :

### **4. Data do Aviso Geral de Licitação**

Original:

Revisão nº 1:

Revisão nº 2:

## **II. Bens, Obras e Serviços que não sejam de Consultoria.**

### **1. Limites da Revisão Prévia**

As decisões sobre Aquisições estão sujeitas a uma Revisão Prévia feita pelo Banco Mundial, conforme indicado nas Diretrizes (Anexo 1) para Aquisições financiadas por empréstimos do Banco Internacional para Reconstrução e Desenvolvimento – BIRD e Crédito da Associação Internacional de Desenvolvimento – AID, e de acordo com os limites estabelecidos pelas Diretrizes do Banco.

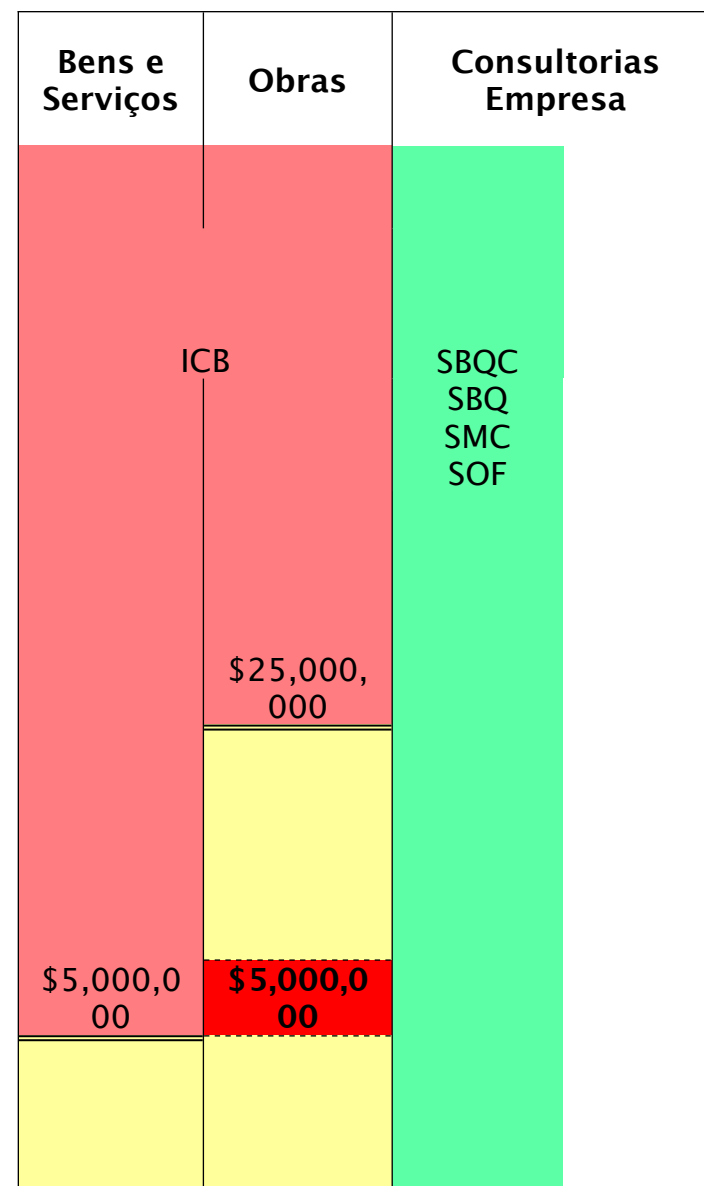
Aquisições (Bens, Obras e Serviços não Consultoria):

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Natureza do Contrato	Método	Limites (US\$)	Revisão Prévia do Banco Mundial
Bens e Serviços Comuns	ICB	≥ \$5 milhões	Todas as etapas de todos os processos
	NCB <sup>(a)</sup>	≥ \$100,000 < \$5 milhões	Primeiro processo e todos acima de US\$ 500 mil
	Shopping	< \$100,000	Primeiro processo
Obras	ICB	≥ \$25 milhões	Todos os processos
	NCB	≥ \$200,000 < \$25 milhões	Primeiro processo e todos acima de US\$ 5 milhões
	Shopping	< \$200,000	

<sup>(a)</sup>Para bens e serviços comuns pode ser utilizado o pregão eletrônico em substituição a NCB

Serviços de consultoria	Método de Licit	Limites (US\$)	Revisão Prévia do Banco Mundial



	taç ão		
Empresas	SBQ C, SBQ	$\geq$ \$500,000 (b)	Todas as etapas, de todos os processos
		$\geq$ \$100,000 < \$500,000 (c)	Todas as etapas, de todos os processos acima de US\$ 100 mil
	SM C. SOF	< \$100,000 (d)	A UGP será responsável pela revisão
	SQC	$\leq$ US\$300,0 00	Todas as etapas do primeiro processo, por modalidade de seleção
Consultor Individual	Seç ão V - Gui deli nes de Con sult oria	N/A	O primeiro processo e todos os processos acima de US\$ 50 mil

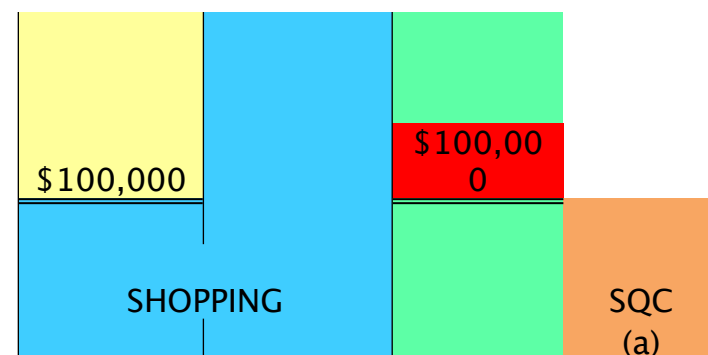
(b) Lista Curta composta por 6 empresas, sendo no máximo 2 do mesmo país. É preciso dar publicidade internacional pelo DB e DG



(c) Lista Curta composta por 6 empresas, que podem ser todas nacionais, mas é preciso dar publicidade internacional pelo DB e DG

(d) Lista Curta composta por 6 empresas, que podem ser todas nacionais

**TODAS AS CONTRATAÇÕES DIRETAS  
SERÃO SUJEITAS A REVISÃO PREVIA**



(a) SQC só deve ser utilizada nos casos em que não seja vantajosa a competição, limitados a US\$300 mil. Independente do valor, SBQC é o método preferível.













Proj. ID	Proj. Name	Proj. Type	Proj. Status	Proj. Phase	Proj. Start	Proj. End	Proj. Budget	Proj. Actual	Proj. Variance	Proj. Risk	Proj. Impact	Proj. Benefit	Proj. Cost	Proj. Revenue	Proj. Profit	Proj. ROI	Proj. NPV	Proj. IRR	Proj. Payback	Proj. Break-Even	Proj. Sensitivity	Proj. Scenario	Proj. Assumptions	Proj. Notes
001-001	Proj. A: Infrastructure Development	Construction	Completed	Phase 1	2020-01-01	2020-12-31	100,000,000	100,000,000	0	Low	High	10%	100,000,000	100,000,000	0	10%	100,000,000	100,000,000	0	10%	100,000,000	100,000,000	0	10%
001-002	Proj. B: Software Development	IT	In Progress	Phase 2	2021-01-01	2021-12-31	50,000,000	45,000,000	5,000,000	Medium	Medium	15%	50,000,000	45,000,000	5,000,000	15%	50,000,000	45,000,000	5,000,000	15%	50,000,000	45,000,000	5,000,000	15%
001-003	Proj. C: Marketing Campaign	Marketing	Completed	Phase 1	2022-01-01	2022-12-31	20,000,000	20,000,000	0	Low	Low	20%	20,000,000	20,000,000	0	20%	20,000,000	20,000,000	0	20%	20,000,000	20,000,000	0	20%
001-004	Proj. D: HR System Upgrade	IT	On Hold	Phase 1	2023-01-01	2023-12-31	30,000,000	0	30,000,000	High	Medium	10%	30,000,000	0	30,000,000	10%	30,000,000	0	30,000,000	10%	30,000,000	0	30,000,000	10%
001-005	Proj. E: R&D Project	R&D	In Progress	Phase 1	2020-06-01	2024-12-31	150,000,000	120,000,000	30,000,000	Medium	High	25%	150,000,000	120,000,000	30,000,000	25%	150,000,000	120,000,000	30,000,000	25%	150,000,000	120,000,000	30,000,000	25%
001-006	Proj. F: Customer Service Initiative	Customer Service	Completed	Phase 1	2021-03-01	2021-12-31	15,000,000	15,000,000	0	Low	Low	18%	15,000,000	15,000,000	0	18%	15,000,000	15,000,000	0	18%	15,000,000	15,000,000	0	18%
001-007	Proj. G: Supply Chain Optimization	Operations	In Progress	Phase 1	2022-03-01	2023-12-31	40,000,000	35,000,000	5,000,000	Medium	Medium	12%	40,000,000	35,000,000	5,000,000	12%	40,000,000	35,000,000	5,000,000	12%	40,000,000	35,000,000	5,000,000	12%
001-008	Proj. H: Sustainability Initiative	ESG	Completed	Phase 1	2020-09-01	2020-12-31	10,000,000	10,000,000	0	Low	Low	10%	10,000,000	10,000,000	0	10%	10,000,000	10,000,000	0	10%	10,000,000	10,000,000	0	10%
001-009	Proj. I: Digital Transformation	IT	In Progress	Phase 1	2021-06-01	2024-12-31	200,000,000	180,000,000	20,000,000	Medium	High	20%	200,000,000	180,000,000	20,000,000	20%	200,000,000	180,000,000	20,000,000	20%	200,000,000	180,000,000	20,000,000	20%
001-010	Proj. J: Talent Development	HR	Completed	Phase 1	2022-06-01	2022-12-31	8,000,000	8,000,000	0	Low	Low	15%	8,000,000	8,000,000	0	15%	8,000,000	8,000,000	0	15%	8,000,000	8,000,000	0	15%
001-011	Proj. K: Compliance Program	Legal	Completed	Phase 1	2020-11-01	2020-12-31	5,000,000	5,000,000	0	Low	Low	10%	5,000,000	5,000,000	0	10%	5,000,000	5,000,000	0	10%	5,000,000	5,000,000	0	10%
001-012	Proj. L: Data Analytics Platform	IT	In Progress	Phase 1	2023-03-01	2024-12-31	60,000,000	50,000,000	10,000,000	Medium	Medium	18%	60,000,000	50,000,000	10,000,000	18%	60,000,000	50,000,000	10,000,000	18%	60,000,000	50,000,000	10,000,000	18%
001-013	Proj. M: Global Expansion	Operations	On Hold	Phase 1	2024-01-01	2025-12-31	300,000,000	0	300,000,000	High	High	15%	300,000,000	0	300,000,000	15%	300,000,000	0	300,000,000	15%	300,000,000	0	300,000,000	15%
001-014	Proj. N: Innovation Hub	R&D	In Progress	Phase 1	2021-09-01	2024-12-31	120,000,000	100,000,000	20,000,000	Medium	High	22%	120,000,000	100,000,000	20,000,000	22%	120,000,000	100,000,000	20,000,000	22%	120,000,000	100,000,000	20,000,000	22%
001-015	Proj. O: Cybersecurity Enhancement	IT	Completed	Phase 1	2020-07-01	2020-12-31	12,000,000	12,000,000	0	Low	Low	12%	12,000,000	12,000,000	0	12%	12,000,000	12,000,000	0	12%	12,000,000	12,000,000	0	12%
001-016	Proj. P: ESG Reporting System	ESG	Completed	Phase 1	2022-09-01	2022-12-31	6,000,000	6,000,000	0	Low	Low	10%	6,000,000	6,000,000	0	10%	6,000,000	6,000,000	0	10%	6,000,000	6,000,000	0	10%
001-017	Proj. Q: AI Integration	IT	In Progress	Phase 1	2023-06-01	2025-12-31	80,000,000	70,000,000	10,000,000	Medium	High	20%	80,000,000	70,000,000	10,000,000	20%	80,000,000	70,000,000	10,000,000	20%	80,000,000	70,000,000	10,000,000	20%
001-018	Proj. R: Supply Chain Resilience	Operations	Completed	Phase 1	2021-12-01	2021-12-31	18,000,000	18,000,000	0	Low	Low	15%	18,000,000	18,000,000	0	15%	18,000,000	18,000,000	0	15%	18,000,000	18,000,000	0	15%
001-019	Proj. S: Digital Marketing Strategy	Marketing	Completed	Phase 1	2022-01-01	2022-12-31	10,000,000	10,000,000	0	Low	Low	18%	10,000,000	10,000,000	0	18%	10,000,000	10,000,000	0	18%	10,000,000	10,000,000	0	18%
001-020	Proj. T: Customer Experience Program	Customer Service	In Progress	Phase 1	2023-01-01	2024-12-31	25,000,000	20,000,000	5,000,000	Medium	Medium	15%	25,000,000	20,000,000	5,000,000	15%	25,000,000	20,000,000	5,000,000	15%	25,000,000	20,000,000	5,000,000	15%
001-021	Proj. U: Blockchain Pilot	R&D	On Hold	Phase 1	2024-03-01	2025-12-31	40,000,000	0	40,000,000	High	Medium	10%	40,000,000	0	40,000,000	10%	40,000,000	0	40,000,000	10%	40,000,000	0	40,000,000	10%
001-022	Proj. V: AI Chatbot Implementation	IT	Completed	Phase 1	2022-03-01	2022-12-31	7,000,000	7,000,000	0	Low	Low	12%	7,000,000	7,000,000	0	12%	7,000,000	7,000,000	0	12%	7,000,000	7,000,000	0	12%
001-023	Proj. W: Digital Privacy Policy	Legal	Completed	Phase 1	2022-04-01	2022-12-31	4,000,000	4,000,000	0	Low	Low	10%	4,000,000	4,000,000	0	10%	4,000,000	4,000,000	0	10%	4,000,000	4,000,000	0	10%
001-024	Proj. X: Digital Accessibility	IT	Completed	Phase 1	2022-05-01	2022-12-31	5,000,000	5,000,000	0	Low	Low	10%	5,000,000	5,000,000	0	10%	5,000,000	5,000,000	0	10%	5,000,000	5,000,000	0	10%
001-025	Proj. Y: Digital Security Audit	IT	Completed	Phase 1	2022-06-01	2022-12-31	6,000,000	6,000,000	0	Low	Low	10%	6,000,000	6,000,000	0	10%	6,000,000	6,000,000	0	10%	6,000,000	6,000,000	0	10%
001-026	Proj. Z: Digital Branding	Marketing	Completed	Phase 1	2022-07-01	2022-12-31	8,000,000	8,000,000	0	Low	Low	15%	8,000,000	8,000,000	0	15%	8,000,000	8,000,000	0	15%	8,000,000	8,000,000	0	15%
001-027	Proj. AA: Digital Content Strategy	Marketing	Completed	Phase 1	2022-08-01	2022-12-31	9,000,000	9,000,000	0	Low	Low	15%	9,000,000	9,000,000	0	15%	9,000,000	9,000,000	0	15%	9,000,000	9,000,000	0	15%
001-028	Proj. AB: Digital Analytics Setup	IT	Completed	Phase 1	2022-09-01	2022-12-31	10,000,000	10,000,000	0	Low	Low	15%	10,000,000	10,000,000	0	15%	10,000,000	10,000,000	0	15%	10,000,000	10,000,000	0	15%
001-029	Proj. AC: Digital CRM Integration	IT	Completed	Phase 1	2022-10-01	2022-12-31	11,000,000	11,000,000	0	Low	Low	15%	11,000,000	11,000,000	0	15%	11,000,000	11,000,000	0	15%	11,000,000	11,000,000	0	15%
001-030	Proj. AD: Digital Email Campaign	Marketing	Completed	Phase 1	2022-11-01	2022-12-31	12,000,000	12,000,000	0	Low	Low	15%	12,000,000	12,000,000	0	15%	12,000,000	12,000,000	0	15%	12,000,000	12,000,000	0	15%
001-031	Proj. AE: Digital Social Media Strategy	Marketing	Completed	Phase 1	2022-12-01	2022-12-31	13,000,000	13,000,000	0	Low	Low	15%	13,000,000	13,000,000	0	15%	13,000,000	13,000,000	0	15%	13,000,000	13,000,000	0	15%
001-032	Proj. AF: Digital Influencer Marketing	Marketing	Completed	Phase 1	2023-01-01	2023-12-31	14,000,000	14,000,000	0	Low	Low	15%	14,000,000	14,000,000	0	15%	14,000,000	14,000,000	0	15%	14,000,000	14,000,000	0	15%
001-033	Proj. AG: Digital Affiliate Program	Marketing	Completed	Phase 1	2023-02-01	2023-12-31	15,000,000	15,000,000	0	Low	Low	15%	15,000,000	15,000,000	0	15%	15,000,000	15,000,000	0	15%	15,000,000	15,000,000	0	15%
001-034	Proj. AH: Digital Referral Program	Marketing	Completed	Phase 1	2023-03-01	2023-12-31	16,000,000	16,000,000	0	Low	Low	15%	16,000,000	16,000,000	0	15%	16,000,000	16,000,000	0	15%	16,000,000	16,000,000	0	15%
001-035	Proj. AI: Digital Content Marketing	Marketing	Completed	Phase 1	2023-04-01	2023-12-31	17,000,000	17,000,000	0	Low	Low	15%	17,000,000	17,000,000	0	15%	17,000,000	17,000,000	0	15%	17,000,000	17,000,000	0	15%
001-036	Proj. AJ: Digital SEO Strategy	Marketing	Completed	Phase 1	2023-05-01	2023-12-31	18,000,000	18,000,000	0	Low	Low	15%	18,000,000	18,000,000	0	15%	18,000,000	18,000,000	0	15%	18,000,000	18,000,000	0	15%
001-037	Proj. AK: Digital Link Building	Marketing	Completed	Phase 1	2023-06-01	2023-12-31	19,000,000	19,000,000	0	Low	Low	15%	19,000,000	19,000,000	0	15%	19,000,000	19,000,000	0	15%	19,000,000	19,000,000	0	15%
001-038	Proj. AL: Digital Content Distribution	Marketing	Completed	Phase 1	2023-07-01	2023-12-31	20,000,000	20,000,000	0	Low	Low	15%	20,000,000	20,000,000	0	15%	20,000,000	20,000,000	0	15%	20,000,000	20,000,000	0	15%
001-039	Proj. AM: Digital Content Promotion	Marketing	Completed	Phase 1	2023-08-01	2023-12-31	21,000,000	21,000,000	0	Low	Low	15%	21,000,000	21,000,000	0	15%	21,000,000	21,000,000	0	15%	21,000,000	21,000,000	0	15%
001-040	Proj. AN: Digital Content Optimization	Marketing	Completed	Phase 1	2023-09-01	2023-12-31	22,000,000	22,000,000	0	Low	Low	15%	22,000,000	22,000,000	0	15%	22,000,000	22,000,000	0	15%	22,000,000	22,000,000	0	15%
001-041	Proj. AO: Digital Content Refresh	Marketing	Completed	Phase 1	2023-10-01	2023-12-31	23,000,000	23,000,000	0	Low	Low	15%	23,000,000	23,000,000	0	15%	23,000,000	23,000,000	0	15%	23,			

















