

BRAZIL INSTITUTE 2018 ANNUAL REPORT



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*A Message from the President, Director, and CEO
of the Woodrow Wilson Center*

JANE HARMAN

During my two decades as a Member of the U.S. Congress, I traveled several times to Brazil and witnessed firsthand the scope of our two countries' shared interests. Brazil is the largest and most dynamic economic force in South America, and a vibrant bilateral exchange between our governments, our business communities, and our peoples is crucial to securing political, economic and social progress in the Western Hemisphere.

Founded in 2006, the Brazil Institute has become the premier program in Washington for dialogue on Brazil-U.S. policy and serves as a lane of excellence for the Wilson Center, our nation's living memorial to President Woodrow Wilson. The Center honors his memory by bridging his two passions: scholarship and policy. We bring together thought and action—policymakers, scholars, and business leaders—in the hope that frank dialogue will build understanding, stronger cooperation, and better public policy.

Given rising political tensions around the world, as exemplified by the rhetoric surrounding the 2018 presidential elections in Brazil and our own political deadlock in Washington, the Wilson Center's emphasis on constructive, nonpartisan debate aimed at bridging divides—between countries, political parties, and individuals—has never been more essential. Many of the issues I studied during my visits to Brazil—science and technology, defense and international security cooperation, energy, sustainable development, and rule of law—remain highly relevant to Brazil-U.S. relations. As President, Director, and CEO of the Wilson Center, it has been my privilege to support the exceptional work of our Brazil Institute over the past year to strengthen bilateral cooperation in these areas.



A Message from the Chairman of the Advisory Council of the Brazil Institute at the Woodrow Wilson Center

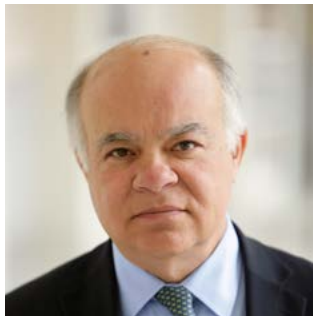
ANTHONY S. HARRINGTON

The year 2018 marked a consequential shift for Brazil, as voters elected a new government and set their country on a new path forward. As Chairman of the Brazil Institute Advisory Council, it has been my privilege to help guide the work of the Brazil Institute, which has sought to explain these developments to Washington while continuing to promote constructive bilateral engagement.

Now, more than ever, given increasing polarization and uncertainty, the Brazil Institute provides a much-needed nonpartisan forum for public policy debate on a wide range of issues, from Brazil-U.S. defense cooperation to the rule of law and corruption. Although much of 2018 was focused on the twists and turns of the presidential elections in Brazil, the Brazil Institute continued to produce exceptional content and events on the underlying public policy challenges facing Brazil. Its twin workshops on sustainable development in the Brazilian Amazon, one in Manaus and one in Washington, brought together scientists, policymakers, government officials, the military and civil society to discuss how Brazil can promote economic development without sacrificing its unparalleled environmental resources. A separate workshop explored comparisons between the administrative state in Brazil and the United States, delving into civil service reform, the importance of strategic planning, and federal budgeting. A roundtable on reducing corruption in infrastructure and the construction sector led to valuable feedback on ways to improve transparency in the public procurement process.

The Brazil Institute is a reference for understanding the most pressing social, economic, political, and environmental issues facing Brazil. Through its many initiatives, events and interdisciplinary research, the Institute facilitates constructive and open dialogue with a range of stakeholders, creating the space needed to not only envision, but also to enact policies that will lead to a more prosperous Brazil.

Already 2019 is shaping up to be a year of change for Brazil and for the world. I urge you to remain engaged by following the work of the Brazil Institute, attending events and connecting with its experts. I encourage those seeking a more active role in the ongoing Brazil-U.S. dialogue to join me on the Brazil Institute Advisory Council, which will continue to support this indispensable forum for Washington.



*A Message from the Director of the Brazil Institute
at the Woodrow Wilson Center*

PAULO SOTERO

Brazil's democracy is young, but has already proven its resilience. It has survived the impeachment of two presidents, damaging economic recessions, and ongoing investigations into systemic corruption at the highest levels of government and business. The press and judiciary remain independent and highly professional. A new culture of compliance has taken root in the private sector, and efforts to improve transparency and attract investment in the oil and gas sector, which was at the center of the massive corruption scandals, have paved the way for positive regulatory changes and successful auctions of pre-salt oil fields.

Yet the stunning election of the untested, far-right congressman Jair Bolsonaro to the presidency in October 2018 has laid bare Brazil's deep polarization and the exhaustion of its traditional political parties and leaders. Bolsonaro's past statements have unquestionably raised concerns regarding his commitment to democratic norms, rule of law, and human rights—especially the rights of minorities, women, and the LGBTQ+ community. Moreover, Bolsonaro's highly divisive, social media-based campaign raised concerns about the impact of misinformation and disinformation in a country with 130 million social media users, where the internet is the most common vehicle for news consumption. The 2018 elections in Brazil have also led to speculation that the moment is ideal for deepening Brazil-U.S. relations. These are issues to watch in 2019.

These are just some of the issues that the Brazil Institute has highlighted over the past year, and will continue to cover through our program of lectures, seminars, and conferences. The Institute was honored to continue its work with the São Paulo Research Foundation (FAPESP), renewing its commitment to fostering dialogue and bilateral collaboration in the fields of science, technology and innovation. A workshop with Brazil's National School of Public Administration discussed civil service reform, budgetary processes, strategic planning and other critical public administration issues through comparing Brazil and the United States. We were also thrilled to launch two books: "O Lobby Desvendado" (Lobbying Uncovered) in cooperation with the BRAVA Foundation, which examines the regulation of private-public sector relations in Brazil; and "Novos Caminhos Para a Inovação no Brasil" (New Paths For Innovation in Brazil), in partnership with Interfarma. It is through these types of partnerships, and the conversations they produce, that public policy moves forward. The Brazil Institute looks forward to continuing its mission of advancing dialogue on important issues relevant to Brazil and Brazil-U.S. relations in the year ahead.

BECOME INVOLVED

Public Engagement

The Brazil Institute is recognized as a trusted source and leader for the quality and nonpartisan approach of its program, serving a diverse audience in Brazil, the United States and around the world. At the heart of our work is a belief in independent research and open dialogue, to foster understanding on issues of bilateral concern between Brazil and the United States, and to help you make smart decisions in business, philanthropy, and public policy.

There are many ways to get involved:

- Visit www.wilsoncenter.org/program/brazilinstitute to watch our live-streamed events and access reports, articles, infographics, and blog posts.
- Subscribe to our blogs [Think Brazil](#) and [InoVozes](#) to be the first to read our latest posts.
- Join our [mailing list](#) to receive invitations to our one-of-a-kind events with Brazilian dignitaries and leading policy experts.
- Follow and interact with us on [Facebook](#), [Twitter](#), and [Instagram](#)!
- Visit the Brazil Institute in person, at the Woodrow Wilson International Center for Scholars.

Brazil Institute Advisory Council

Membership in the Advisory Council enables your organization to be an active participant in the ongoing dialogue between Brazil and the United States, and provides access to a marketplace of ideas where we convene the brightest minds to discuss the most pressing challenges and opportunities facing the policy community.

The Brazil Institute's signature programming, which emphasizes the importance of non-partisan research and dialogue, is a highly respected and credible source of information on a wide range of issues of importance to Brazil and the United States. Contributions from Advisory Council members ensure that we can continue to support Brazilian scholarship and promote key bilateral issues in the United States and Brazil.

To learn more about the Brazil Institute or to join the Advisory Council, please contact Anna Prusa at 202-691-4147 or anna.prusa@wilsoncenter.org

OUR TEAM



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Global Fellow

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Professor, Universidade de São Paulo

MS. ALEXANDRA VALDERRAMA

Director of International Government Affairs, Chevron

SOCIAL MEDIA

Our followers grew significantly in 2018:

 **9,200** added 5 new followers/day

 **2,631** 13% increase from 2017

 **360** launched in June 2018

In 2018, the Brazil Institute published

1,000+ posts

on Facebook, Twitter, and Instagram, including workshop reports, event updates, blog posts, and infographics.

Our posts reached more than

1.1 million people

And received

15,000+ interactions

(likes, comments, re-tweets, shares, and clicks)

OUR AUDIENCE...

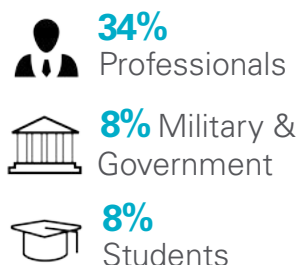
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of our audience is between

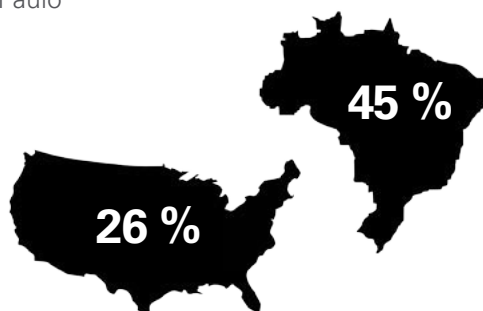
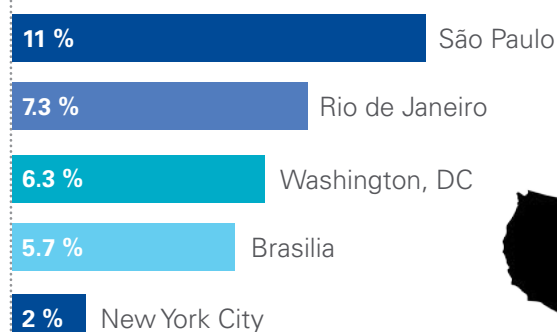
25-44 y/o



Works in diverse sectors:



Is global, with concentrations in the United States and Brazil:



Is interested in:

Government •
Commentary • Politics •
Technology • Science

100+
media
mentions

In 2018, media outlets in Brazil, the United States, United Kingdom, Costa Rica, Colombia, and France featured Brazil Institute content, interviews, and expert analysis.



EVENTS

In 2018, the Brazil Institute hosted
23 public events in: **New York • Washington, DC • Manaus**

We had more than

1.9K RSVPs

including government officials, civil society, researchers, members of the private sector, and academics.

13 events were **webcast live**, with videos available online.

Brazil Institute events in 2018 covered a **wide range of topics**.

40% of events focused on the Brazilian Elections

Security **Elections**
Energy Environment
Technology Trade
Democracy
Sustainability Development
RuleOfLaw FoodSecurity
Science Agriculture
Defense Cybersecurity
Gender Economy

HIGHLIGHTS...



FAPESP Week 2018 New York @ CUNY

FAPESP Week 2018 brought together researchers from Brazil and the United States at the Graduate Center of the City University of New York (CUNY) from November 26-28, 2018.

Presentations covered diverse topics, including urban and environmental issues, fake news, and astronomy.

JANUARY 17

A Decisive Year for Brazil: Rodrigo Maia and Experts Address Crucial Choices of 2018

APRIL 10

Recent Developments and Trends in Brazilian Antitrust Enforcement

MARCH 7

Geraldo Alckmin on Brazil's Economic and Political Outlook

JANUARY 24

High Drama in Brazil: The Lula Ruling and Its Aftermath

APRIL 9

The Race is On: 2018 Electoral Landscape Starts to Take Shape in Brazil

MAY 17

The Agricultural Sector in the Era of Bioeconomy

Challenges of the Administrative State: Brazil and the United States

On May 23, 2018, the Wilson Center's Brazil Institute and Brazil's National School of Public Administration hosted a full-day workshop to explore how Brazil and the United States can strengthen public administration and management to more effectively carry out the critical work of government, from civil service reform to strategic planning and budgeting.



FabDante Study Tour

The Brazil Institute hosted a week-long exchange in Washington, DC for winners of the Colégio Dante Alighieri Entrepreneurship Challenge, aimed to provide students with exposure to real-world challenges and opportunities for policymaking.

Scientific, Social & Economic Dimensions of Development in the Amazon

In partnership with the São Paulo Research Foundation (FAPESP) and the National Institute of Amazon Research (INPA), and with the support of the Alcoa Foundation, the Brazil Institute hosted two full-day workshops on the impact of the Amazon on global climate trends and efforts to support sustainable development: one in Manaus, Brazil on August 16 and one in Washington, DC on September 24, 2018.

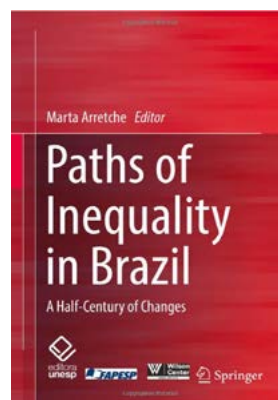


PUBLICATIONS

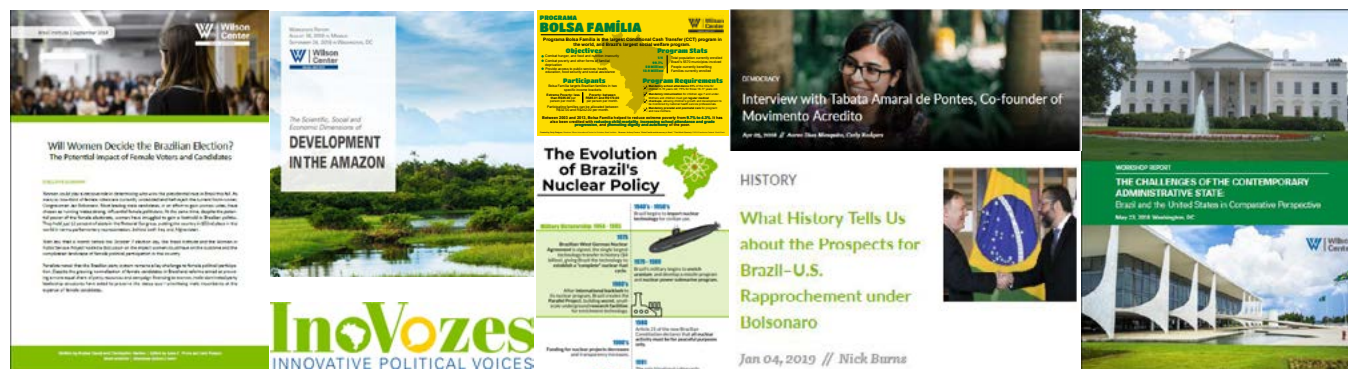
In 2018, the Brazil Institute co-organized **3** books:

From left to right:

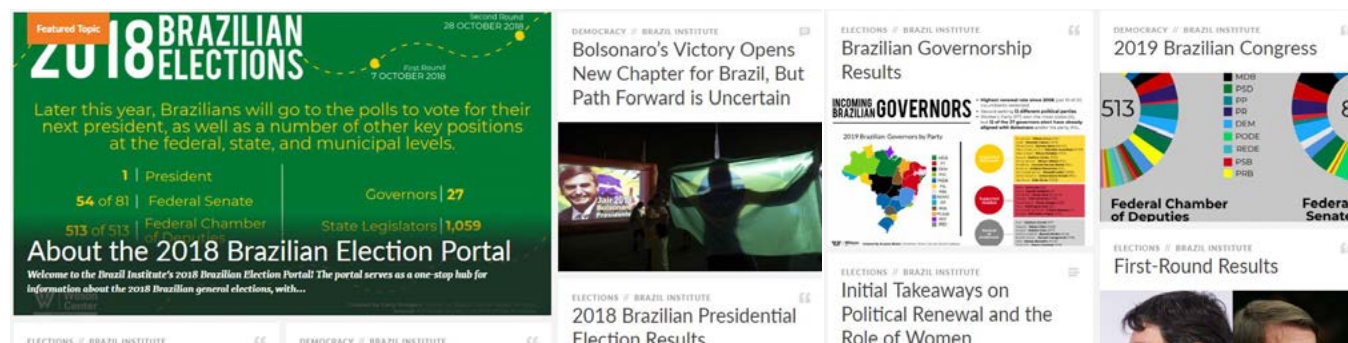
New Paths For Innovation in Brazil (Interfarma and the Wilson Center, 2018); *Paths of Inequality in Brazil* (Springer: New York, 2018); and *Lobbying Uncovered: Democracy, Politics and Corruption in Contemporary Brazil* (Editora Record: Sao Paulo, 2018).



We published **34** blog posts, **25** infographics, **7** event summaries, & **2** workshop reports:



During Fall 2018, we created the **Brazilian Election Portal**: a one-stop shop for information on the consequential Brazilian elections.



The Wilson Center

*“There are many voices of counsel,
but few voices of vision”*

-Woodrow Wilson

Decoding a World of Change for Washington

In a world marked by complexity, volatility, and a din of competing agendas, the Wilson Center is the nation's indispensable resource for decoding today's most pressing foreign policy challenges. Leveraging its global expertise and perspective, award-winning scholarship and analysis, and a fiercely nonpartisan spirit, the Center informs actionable ideas for policymakers across the political spectrum.

Chartered by Congress 50 years ago as a living memorial to President Wilson, the Center's work today spans more than a dozen regional and thematic programs to tackle hot-button security issues – from the North Korean nuclear threat to the implications of a risen China and from North American trade to global cyberwarfare. The Center also serves a vital role in linking Washington to the world, hosting U.S. lawmakers and leaders from around globe, while continually expanding its unparalleled network of some 5,000 former fellows.

The next generation of policy leaders will also trace its roots to the Wilson Center, as the Foreign Policy Fellowship Program and Cybersecurity and AI Labs connect select Congressional staff with top scholars and practitioners to help prepare them for current and future challenges.

Jane Harman

Director, President, and CEO

Frederic V. Malek

Chairman of the Board of Trustees



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