

Introduction

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Introduction

This book seeks to provide a comprehensive in-depth reflection on cooperation between the European Union (EU) and Brazil, especially in the field of sustainability and environmental governance. Although the project is funded by the European Union, the views and opinions expressed here are the authors' alone and do not necessarily reflect those of the European Union. The work explores, through different contributions, the complex political, economic and scientific relationships that shape the environmental policies of these two regional blocs. At the heart of these discussions, the Jean Monnet Chair (JMC) at the Federal University of Goiás (UFG) has presented itself as a structure that pursues the innovation and integration of academic knowledge and public policies, thus creating practical solutions to global challenges, with a focus on promoting sustainability.

The first chapter, “European Union and Brazil: a brief analysis of the application of artificial intelligence in environmental protection and its global impacts”, by Marcelo Fernandes de Oliveira and Victória Eduarda Flauzin, deals with one of the most innovative tools in the fight for environmental protection: artificial intelligence (AI). The authors discuss how the EU has used AI to monitor and mitigate environmental problems such as deforestation, pollution and climate change, using technologies

like satellite monitoring, predictive modeling and real-time data analysis. The research highlights how these technologies can be applied in Brazil and how, through closer cooperation, it is possible to transform these tools into solutions for the country's environmental challenges. In a global scenario where environmental denialism is gaining traction, especially with the rise of political movements like the one led by Donald Trump, the contribution of AI has become crucial. The chapter discusses the interaction between the practices of the European Union and the possibility of these serving as a model for Brazil, with an emphasis on the global impact of such innovations. The JMC-UFG fits into this context, as its objective is to promote exactly this type of integration of scientific knowledge with public policies, while expanding international collaboration.

The second chapter, "Environmental Regulatory Strategies as a Basis for the Agricultural Trade Agreement Involving the European Union and Mercosur", by José Neto Cassiano de Camargo and Karla Emmanuela Ribeiro Hora, delves deeper into the impact of environmental policies on the negotiation of the trade agreement between the European Union and Mercosur. The study reveals how the EU has introduced environmental provisions into trade negotiations, with the aim of ensuring that products imported into Europe do not come from degraded or deforested areas. This approach reflects a growing concern for sustainability, but also reveals the tensions that arise due to the different economic and social realities of the countries involved. This chapter discusses how Brazil may benefit from strengthening its environmental policies through these negotiations, especially with regard to the monitoring of protected areas and the inclusion of new actors in environmental regulation. Within the scope of the JMC-UFG, the analysis of how the European Union uses environmental practices and regulations in its foreign policy becomes even more relevant. The JMC-UFG aims to study these commercial and political dynamics, in order to understand how EU best practices can be applied in the Brazilian context, while promoting the development of sustainable solutions and the adaptation of local policies to global demands.

Chapter three, "Climate Governance in Perspective: A Comparison between Brazilian and Spanish Policies for Climate Adaptation and

Mitigation,” by Diego Tarley Ferreira Nascimento and Javier Martín-Vide, offers a comparative analysis of Brazil and Spain’s respective climate policies, with a focus on climate change adaptation and mitigation. The analysis reveals that, although both countries face similar challenges, there are important lessons to be learned. Spain, with its consolidated experience in regional and local climate policies, offers a model that can be adapted by Brazil, especially with regard to the integration of local, regional, and national spheres in climate governance. The authors suggest that Brazil, inspired by Spanish practices, could more effectively integrate its climate governance policies, thus ensuring climate finance and social justice, as well as facilitating an inclusive and sustainable energy transition. In this context, the JMC-UFG has encouraged the debate on climate governance, promoting an exchange of experiences and the development of public policies that are both effective and adaptable to local realities. The training of students and researchers through undergraduate courses, events and workshops, and the Climathon itself, as proposed by the JMC-UFG, constitutes an effective strategy for engaging society and public policymakers in the process of adapting international best practices to the Brazilian reality.

The fourth chapter, “On the European Union’s Deforestation Regulation: Sustainability Policy or Economic Protectionism?”, by Filipe Prado Macedo da Silva, examines the new ‘Regulation on Products Not Associated with Deforestation’ of the European Union, included in the European Green Deal. The analysis details the impact of this regulation on global trade, questioning whether it represents a true sustainability policy or a form of economic protectionism, especially in relation to Brazil, one of the world’s largest exporters of agricultural products. The regulation aims to ensure that products imported into the EU are not associated with deforestation practices, through a rigorous system of monitoring and tracking of supply chains. The chapter discusses the challenges for Brazil, but also points out opportunities, provided there is a joint effort to improve traceability and transparency in agricultural practices. Along these lines, the JMC-UFG seeks to assess the impact of international regulations and how they can be implemented effectively in Brazil. Therefore, integration

of European and Brazilian sustainable policies is one of the main lines of action of the JMC-UFG, which promotes a dialogue between academics, the government and civil society in order to apply these practices.

Finally, chapter five, “Sustainable Transformation: The Role of INYAGA/UFRJ in the Brazil-European Union Connection”, by Kelyane Silva, Fabiana dos Santos e Souza Frickmann, Thalissa Pádua Gilaberte, Eliane Ribeiro Pereira, Ana Paula Sperling Mendes, Antônio José Barbosa de Oliveira, Rosário Mauritti, Vicente Antônio de Castro Ferreira and Rodrigo Antunes Malvar Hermida, highlights the work of Inyaga, a socio-environmental impact incubator at the Federal University of Rio de Janeiro (UFRJ). Inyaga is a concrete example of how innovation and sustainability can be incorporated into the academic environment and engage both the public and private sectors. The chapter explores how the collaboration between the UFRJ and ISCTE (University Institute of Lisbon) has generated significant results in terms of scientific research, social innovation projects and the development of sustainable solutions. Inyaga acts as a link between Brazil and the European Union, promoting the exchange of knowledge and experiences and contributing to the formation of an innovation ecosystem that integrates sustainability. The role of the JMC-UFG in supporting this international collaboration is reflected in its commitment to training students, academics and other stakeholders and, as such, prepare them to apply the EU’s sustainability practices in the Brazilian context.

The JMC-UFG has set a goal to integrate knowledge acquired in the different chapters and transform it into concrete action. By promoting the exchange of knowledge between Brazil and the European Union, and by supporting the adaptation of European policies to the Brazilian context, the organ not only contributes to the construction of a more sustainable future, but also trains the next generation of leaders and experts in environmental governance and sustainable innovation. Its main purpose is to build a bridge between the two realities, helping to create solutions for shared global challenges like combating climate change and preserving ecosystems.

This work, together with other activities developed by the JMC-UFG, represents an attempt to deepen and expand cooperation between the European Union and Brazil, not only in the academic field, but also in the political, economic and social spheres, with the aim of promoting a transition to a greener and more sustainable global economy.

We would like to express our sincere gratitude to the authors of this book, whose dedication and intellectual input form the foundation of this project. We also thank the scientific committee and the organizing committee of the seminar who, through their commitment and competence, made this event an important milestone in the dissemination of knowledge. Furthermore, we extend our gratitude to Editora UNESP - Cultura Acadêmica, represented by Prof. Marcelo Fernandes de Oliveira, for their indispensable partnership and support. Finally, we thank everyone who contributed directly or indirectly to the activities of the JMC-UFG from 2023 to 2025. Without the collective effort and commitment of each, we could not have achieved the proposed objectives and achievements of this academic journey.

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