



The “**B**” out of BRICs

Gilson Schwartz, CTR-ECA-USP, PRO-IDEAL

Speech delivered at the Closing Session of the Fourth BELIEF International Symposium,
Mario Covas Auditorium, School of Engineering, University of São Paulo. July, 17, 2009
(www.beliefproject.org).

Brazil, Russia, India and China as the “big next thing” in world economic development

- Buzzwords – BRICs, Deregulation, Decoupling, Neoliberalism, Leadership...
- Advertising (publicitary) X Public Sphere (publicity): e-infrastructure for emancipation
- Iconomic Approach: Technology, Semiotics and Business Models are tangible & intangible

Socio-technical divergences among BRIC Nation-States

- **e-superstructure: open, diverse and interactive** grid of human capacities as foundation for the impressive expansion and appropriation of the internet, the mobile phone and the TV in Brazil
- not much in favor of the BRICs simplified icon if the roles played by the military, the State and other strategic stakeholders are examined from the **perspective of technological history**
- The regulatory, strategic and knowledge framework in Brazilian (and to a great extent Latin American) technological history is mostly a sprout of **civic intelligence and scientific communities of practice** rather than the outcome of long term military and nationalistic agendas, utopias or “big fears”.

Spirit of the Knowledge Society

- Knowledge-based citizenship is a common heritage of emancipatory ideals shared by European and Latin American societies, both among the wealthy elite and at the base of the economic pyramid.
- Large territorial and demographic numbers are certainly a foundation for energetic markets and large scale investments, but that is true and relevant mostly for the tangible dimension of sustainable development.
- Brazilian digital culture stands out globally as an example of diversity and creative adaptation to inadequate accessibility and formation.

Let's take the "B" out of BRICs

The intangible assets that we are now challenged to identify, map and process using advanced e-infrastructures for science, health, education, entertainment and the environment are not to be oversimplified into yet another buzzword.

Let's take the "B" out of BRICs and celebrate the promising digital convergences between Europe, Latin America into a new era of global human solidarity.