

# People-to-People pillar

## ISSUE NOTE

### BRICS 2025



#### 1. Background Information

One of the three pillars of BRICS is people-to-people cooperation, which is manifested through cultural and educational exchanges, trade and investments, and social participation. This pillar aims to bring BRICS societies closer together and ensures that decision-makers effectively consider the demands of the people they represent.

In recent years, however, it has been observed that most initiatives associated with the people-to-people pillar have been developed with limited coordination with the discussions in the other two pillars—Political and Security Cooperation and Financial and Economic Cooperation—resulting in a growing gap among them.

To address this gap and ensure that all BRICS pillars are aligned with the priorities of BRICS societies, the Brazilian chairship will promote the articulation of initiatives under the people-to-people pillar. It will also support the BRICS Civil Forum, which has been organized since 2015.

Such initiatives seek to institutionalize processes that have historically shifted from one BRICS chairship to another without clear guidelines and to raise awareness about the increasing relevance of the group vis-à-vis distinct stakeholders.

#### 2. Priorities

The coordination of people-to-people initiatives will enhance BRICS' institutional structure by aligning the activities of existing Councils and Fora and ensuring that some recommendations are integrated into decision-making processes.

After a thorough evaluation of existing mechanisms, the following entities will initially be included in these efforts:

- BRICS Youth Council
- BRICS Parliamentary Forum
- BRICS Association of Municipalities
- BRICS Business Council
- BRICS Women's Business Alliance
- BRICS Think Tanks Council and BRICS Academic Forum
- BRICS Trade Unions Forum
- BRICS Civil Forum.

Collaboration between these entities and government authorities is expected throughout the Brazilian chairship. This includes the alignment of agendas and expectations as well as an opportunity for the presentation of their recommendations during the Sherpas' meeting in April 2025, when one representative from each Council and Forum is expected to join at a designated session.

Regarding the BRICS Civil Forum, the Brazilian chairship will support its organization as it has taken place in the last ten years, aiming to involve new social actors in BRICS agenda and raise awareness about the group's relevance among diverse social movements.

The Civil Forum and its underlying processes will reflect the priorities of the Brazilian chairship, complemented by additional contributions from the civil society of BRICS member countries. The priorities include:

- Digital governance and artificial intelligence from the perspective of the Global South.
- Climate change and dialogue with COP30.
- Reform of the international financial, monetary and tax systems.
- South-South cooperation to reduce inequalities, focusing on health.



COOPERATING FOR AN INCLUSIVE AND SUSTAINABLE WORLD