



Observatório Brasileiro de Inteligência
Artificial

2nd Brazilian Artificial Intelligence Observatory Seminar

August 28, 2025

Brazilian Network Information Center – NIC.br

São Paulo – SP / Brazil

Concept Note

I. The Event

The second seminar organized by the Brazilian Artificial Intelligence Observatory (OBIA), coordinated by the Brazilian Network Information Center (NIC.br), the executive arm of the Brazilian Internet Steering Committee (CGI.br), will be held in conjunction with the Seminar on Privacy and Personal Data Protection organized by CGI.br and NIC.br. The events are scheduled from August 25 to 28, 2025, with the 28th dedicated entirely to the theme of Artificial Intelligence (AI).

The OBIA is part of Axis 5 — "Support for the Regulatory and Governance Process of AI" — of the Brazilian Artificial Intelligence Plan (PBIA), developed by the Ministry of Science, Technology and Innovation (MCTI). Its main goal is to monitor and assess the progress and impacts of AI initiatives in Brazil, serving as a repository of information, analyses, and indicators related to the development and adoption of AI applications.

In its second edition, the seminar aims to foster a qualified debate on the social impacts of AI in emerging areas such as labor, education, sustainable development, and privacy.

By engaging various stakeholders, including government representatives, civil society, and academia, the seminar promotes an inclusive and evidence-based dialogue on the societal impacts of AI. This approach contributes to ensuring that the benefits of AI are broadly shared while its potential risks are addressed collaboratively and responsibly.

II. Objectives

This edition of the OBIA Seminar seeks to broaden the understanding of artificial intelligence and its implications by bringing together a diverse audience of academic researchers, public policymakers, civil society representatives, business leaders, and professionals in the field. The seminar will feature national and international experts who will discuss the impacts of AI on the labor market, education, sustainable development, and the current model of information consumption on the web.

III. Agenda

Core topics to be addressed:

- **Labor Market:** Changes brought by AI in hiring, evaluation, and dismissal processes, as well as working conditions across different productive sectors. Topics such as HR

process automation, functional restructuring, job displacement, and the challenges of reskilling and upskilling may either exacerbate existing inequalities or become drivers of social justice and innovation.

- **Education:** The education sector is undergoing transformative changes due to the integration of AI into teaching and learning processes. This theme explores opportunities and ethical, pedagogical, and social dilemmas.
- **Sustainable Development:** How AI can be applied to sustainability and climate change, highlighting its positive potential as well as challenges related to high energy and resource consumption. The topic will consider Brazil's context and the opportunities and risks outlined in the PBIA.
- **AI Agents and the Web Ecosystem:** Understanding and addressing the impacts of AI on the web ecosystem. AI agents are changing how users consume and search for online content, creating challenges and opportunities for users, content providers, governments, and AI companies.

08:00 – 09:00	Welcome coffee and registration
09:00 – 09:30	Opening session
09:30 – 10:15	Keynote
10:15 – 11:45	Panel 1 – How AI is shaping the organization, evaluation, and control of work
11:45 – 13:15	Panel 2 - AI and Sustainable Development: Opportunities for Brazil and the PBIA
13:15 – 14:30	Almoço
14:30 – 16:00	Panel 3 - AI and Education: Transforming teaching and learning processes
16:00 – 16:45	Keynote
16:45 – 17:00	Coffee break
17:00 – 18:15	Panel 4 - Agentic Web: the impact of AI on the future of the Web
18:15 – 18:45	Closing session

Each panel will feature four speakers and a moderator. Each speaker will have 10 minutes to present and share their perspectives, followed by moderator-led interventions. There will be time allocated for audience interaction, and each speaker will have one final minute for closing remarks.

The event will be held in person and livestreamed online. All discussions will be made available on the NIC.br YouTube channel: <https://youtube.com/nicbrvideos>

The agenda is subject to change prior to the event date.

Uma Iniciativa