

Research Article

From International to Subnational: A Contribution to the Insertion of Subnational Governments in Northeastern Brazil in the Internationalization of Public Policies.

Eliane Superti¹, Amanda Pereira Arrigo², Romberg de Sá Gondim¹, Raquel Gonçalves Dantas¹

1. Universidade Federal da Paraíba, Brazil; 2. University of Brasília, Brasília, Brazil

Studies on the international diffusion of public policies (PP) have gained relevance in specialized international literature since the 1990s. One of the reasons is its potential to allow the recognition of the real contours of international relations (IR) influence in the production of local policies. However, the debate is still incipient in Brazil. Especially when we adjust the focus on subnational entities in peripheral regions. This study is a contribution to the debate and was guided by two research questions: have the state governments of the northeastern region of Brazil been playing a leading role and have they been the stage of experiences of internationalization of public policies? What is the state of the art of the field of diffusion of PP in Brazilian research and how has IR participated in this field? The objective was to present the results achieved in a research effort that occurred in the integration between extension and teaching. The methodological design was elaborated in interface with the extension/training course Public Policies and International Diffusion and used the snowball technique, interviews and systematic literature review. The results pointed to a small growth of the field in Brazilian research, but with an inexpressive participation of IR and the role of state governments in leading the import and export of public policies. It was also possible to recognize the insertion of research institutions in the Northeast in the field of analysis of PP internationalization.

I. Introduction

The influence of external actors and context in the scope of domestic public policies (PP) has been increasingly recognized by analysts (FARIA, 2018). However, the concrete hint of how this influence is

established is a debate under construction. The processes of globalization, with their political advances and retreats, interdependence, and international cooperation for development, form the background in which national and subnational governments, international organizations (IO), and other agents encourage and execute the movement of exchange of experiences, institutional models, and knowledge, causing PP to overflow the borders of states (CAMPBELL, 2004; GRAHAM; SHIPAN; VOLDEN, 2013) and become internationalized. The study of this movement, known generically as policy diffusion, is a relevant field to explain patterns and motivations that lead governments to emulate, to accept conditionalities to implement policies and to seek to learn from successful cases (GILARDI, 2016; DOLOWITZ; MARSH, 2000; CONSTANTINE; SHANKLAND, 2017). As well as to understand why governments strive to diffuse their own policies (TOWNS, 2012; MENEZES; VIEIRA, 2021).

Despite the relevance, the discussion on the processes of internationalization of public policies in their various modalities — transference, diffusion, and circulation being the most common (COÊLHO, 2016) — is recent in Brazil. According to Porto de Oliveira and Faria (2017), it gained breath in 2011 and is still incipient. The authors reach these conclusions based on the systematic survey they conducted up to 2016 on national databases for indexing articles, theses and dissertations (T&D). The little presence of International Relations (IR), too, draws attention to this survey. Both for being a debate in which the international level has great relevance and for the necessary reflection on the influences of agents and transnational contexts throughout the PP cycle. The initial stage of the discussion became even more evident when, when detailing the results found, we identified that the analysis of the performance of subnational entities in regions outside the large centers is practically absent, as will be demonstrated in the second section of this study.

These findings added to the interest in promoting the deepening of the dialogue between the field of PP and IR in the analysis of state policies in the northeast region inspired us to organize research and extension actions, articulated with teaching strategy, to explore the theme. The guiding questions were: Have the state governments of the northeastern region of Brazil been playing a leading role and have they been the stage of experiences of internationalization of public policies? What is the state of the art of the field of diffusion of PP in Brazilian research and how has IR participated in this field? This study shows consolidated results in three main efforts to answer these questions: First, the extension/training course in Public Policies and International Diffusion organized through the Observatory of Decentralized Internationalization in Focus¹ (Observatório da Internacionalização Descentralizada em Foco - IDEF). Second, the update until 2021 and expansion of the scope of the survey on the state of the art of the diffusion field carried out by Porto de Oliveira and Faria (2017). Finally, the mapping of implemented or

running public policies led by states in northeastern Brazil that have undergone internationalization processes.

The study is thus organized into three parts in addition to this introduction and the final considerations. In the first section, we present the teaching strategy for the collective construction of research and extension in the theme. In the second section, we detail the diagnosis, as well as its updating and expansion, of the field of internationalization of public policies in Brazilian research. The third part was intended to explain the snowball sampling, the results achieved with its application and the exposure of the mapped internationalized PP.

II. The challenge of collective construction in the integration between extension and research: the Course of Public Policies and International Diffusion

Being extension students of the IDeF, whose focus is the performance and international cooperation of states and municipalities and their local developments, the questioning of how the influence of international actors and arenas in the construction and implementation of public policies constantly permeated the debates, but was not at the center of the discussion. To centralize the theme, without abandoning the understanding of the means, strategies, and motivations that led subnational entities to paradiplomatic actions, we decided to approach and adjust our conceptual lenses and search engines to give greater relevance to the "trips of public policies" (PORTO DE OLIVEIRA; SARAIVA; SAKAI, 2020) implementing a new section in the IDeF.

The initial intention was to identify the actions of internationalization of public policies with the protagonism of the Northeast, the region of emphasis of the observatory. Thus, it was necessary to train extension students for work, establish a dialogue with public and private managers, discuss with experts about the phenomenon, and establish a methodology for a qualified search for data and information. To meet these needs, the strategy adopted was to develop and offer the extension/training course — Public Policies and International Diffusion — in an online format. And, concomitantly and integrated into the course, develop the process of preparation and execution of the research. That is, we encompass extension and research in a teaching strategy. The inseparable promotion of teaching, research, and extension is not exactly a novelty for university teaching, although its practice is still a challenge.

The boldness of the course lay in the fact that its educational objectives were not limited to promoting the reflection of literature and the exchange of experiences to build a common framework for understanding PP. But using the experience of managers, the creativity of students and the scientific maturation of researchers to collectively develop, throughout the course, the methodology for mapping PP and applying it, bringing their findings as material for analysis and debate of the course itself.

The course² was free, held from June to October 2021 and featured a coordination team, which also conducted the research, and a small support team. Initially, there were 50 vacancies. However, the great demand and the expectation of evasion considering the virtual modality, led us to expand to 70 vacancies that were distributed between public and private managers (30) — it is worth mentioning the interest of managers of non-governmental organizations (NGOs) and the participation of managers outside the northeast region — undergraduate and graduate students (30) — from five universities in different regions of the country — and observatory extension students (10).

The execution schedule and the topics dealt with in the course considered the research execution needs. In addition to the online meetings, the course-takers were invited to participate through written answers to specific questions proposed by the coordination team. In this intense dynamic, it was possible to elaborate on the theoretical outline of the research. The debates were valuable in the collective construction of the fundamental elements of investigation (theme, problem, and objectives).

Based on the theme — Protagonism of the Northeastern States in the Internationalization of Public Policies — we delimited that the mapping would be about the PP of the state entities of the region, without addressing the municipalities, considering the limits of time and personnel. The clipping of PP was, succinctly, defined as intentional guidelines for coping with a public problem that involves political action (SECCHI, 2014). In its final format, the guiding question of the investigation action was: What public policies led by the states of northeastern Brazil were internationalized? In addition, did the processes involve international organizations? Which is the direction (import/export) of the processes? The general objective was to map the public policies led by the northeastern states that went through an internationalization process and we delimited three specific ones: identify the participation of international organizations; understand, according to the specialized literature, the mechanisms used in the mapped processes; and diagnose the field of internationalization of public policies in Brazilian research, regarding the northeast and the insertion of IR in this field. The latter objective was included when the progress of discussions in the course and in the mapping made significant absences and limitations in the national literature on the phenomenon explicit.

The first research hypothesis, which started from the preconceived idea that the northeast would be an importing region of public policies, with the mediation of OI, with a well-defined and sectorized time frame, did not resist the debate with experts in the area and experienced managers. We then set out to define assumptions by listening to managers and graduate students that research the subject. We assumed that the northeastern states would have PP as a result of importing international experiences, but also of exporting policies to other countries. Time constraints, international agents and the sector were purposely not established, so that empirical reality showed which clippings should be made, not the other way around.

The discussion and abandonment of the initial hypothesis led us to adopt the methodological technique of the snowball for exploratory research — which will be explained in the second part of this study. The mapping, using this technique, pointed out a set of actions that from the debates held in the course were filtered and delimited according to the theoretical cutouts chosen, resulting in five internationalized PP under the leadership of five different northeastern states.

As the mapping progressed in line with the deepening of the course discussions, it was clear the necessity to complement the research. We needed to situate how the field of investigation of the PP diffusion was configured in the northeast, both as a stage of investigation and also as a producer of reflections. Expanding and detailing the scenario already initially outlined by Porto de Oliveira and Faria (2017), we challenged ourselves to produce the diagnosis of the state of the art of the field by 2021, using the same systematization used by the authors, but adding search terms.

The teaching strategy for the collective construction of the research through extension proved to be very abundant, despite the intensity of the work that required great dedication of the team, methodological setbacks, such as typical trends in the production of the research, and theoretical divergences. The course ended with 50 students from the 70 enrolled, of these 17 were managers and 33 were university students, and among the last, 5 were extension students of IDeF. As expected, the evasion was large, but the balance was still considered positive. The course has fulfilled its objectives and the products resulting from its activities are in the following two sections.

III. Recognition of the Field of Internationalization of Public Policies in Research: the state of the art.

To address the quantitative production of articles, theses and dissertations (T&D) resulting from Brazilian research on the field of internationalization of public policies, we started from a survey already

carried out until 2016 by Porto de Oliveira and Faria (2017) and published in the article “*Policy Transfer, Diffusion, and Circulation: Research Traditions and the State of the Discipline in Brazil*”. The systematization of the survey followed the same parameters used by the authors, with the search for the terms listed in the tables below (2 and 3) in the “Basic Search” tabs of the platform data from the *Scientific Electronic Library Online* (SciELO) and Theses and Dissertation Bank of the Coordination for the Improvement of Higher Education Personnel (Coordenação de Aperfeiçoamento de Pessoal de Nível Superior – CAPES). It is worth noting the use of quotation marks in the terms to facilitate the exact search for the term. That is, the use of quotation marks enables the restricted search of the descriptor, since, without quotation marks, the term “*policy transfer*”, for example, would become two descriptors (“policy” and “transfer”), presenting results unrelated to the phenomenon researched (BARIANI, 2007).

Our contribution was to add the terms “internationalization of (public) policies” and extend the period until 2021. The added terms reinforce the involvement of the international plane and international phenomena in the diffusion (FARIA, 2018). In addition to updating and expanding the survey, we observed the areas in which growth was noted, as well as the insertion of the Northeast, as an object and place of production. We also intended to indicate the potential of IR for the field, through methodological tools (GILARDI; FÜGLISTER, 2008; GILARDI, 2016), to overcome “methodological nationalism” (FARIA, 2018) and in the role of understanding South-South Cooperation (HOWLETT; RAMESH; SAGUIN, 2018), in which Brazil and the Northeast are inserted in a relevant way.

As in IR, in which theories such as realism admit the state as a central agent in the International System (MORGENTHAU, 2003), parts of the PP field maintain a state-centric view, justified by the sovereignty and capabilities of the state (SECCHI, 2014), making the field hostage to the word State (STONE, 2008). According to Faria (2018), PP analysis in Brazil mainly focus on the interaction between actors, institutions, variables, and domestic phenomena. Although reference is made to the international plane, the concrete outlines of its influence are tangential. This self-limit, which underestimates the growing link between the domestic and international levels, is called methodological nationalism. It causes absences in the interpretation of the very domestic policies (FARIA, 2018), as well as imposes difficulties in dealing with global phenomena (KAUL, 2013), such as diffusion (CAMPBELL, 2004). The globalization movement emphasizes the importance of recognizing the influence of international actors for PP at both levels, as well as inter and supranational elements and variables (OBINGER; SCHMITT; STARKE, 2013). The insertion of IR in the analysis of PP presents itself as one of the ways for the Brazilian field to exceed another of its limits (FARIA, 2018). However, as the survey shows, this process is still in baby steps in Brazilian scientific production.

In the first research produced by Porto de Oliveira and Faria (2017), the authors identified 13 studies in SCIELO and 48 T&D cataloged by CAPES. They show that the intensification of production happens from 2011. In international literature, the intensification has occurred since the 1990s (GRAHAM; SHIPAN; VOLDEN, 2013). The authors found that the field is marked by terminological divisions, in which a diversity of terms such as diffusion, transfer, circulation, and dissemination are often used as synonyms or hyperonyms. This reinforces the lack of integration between authors and between the various areas of knowledge that focus on the diffusion process (PORTO DE OLIVEIRA; FARIA, 2017). The result showed the initial state of the productions, the lack of connectivity between the various areas (COÊLHO, 2016) and the limited participation of IR, although this area is present when considering international productions (GHAHAM; SHIPAN; VOLDEN, 2013).

The update allowed us to understand the growth of the field, which although small, brings relevant inclusions. Table 1 shows the results found in the first survey and the update.

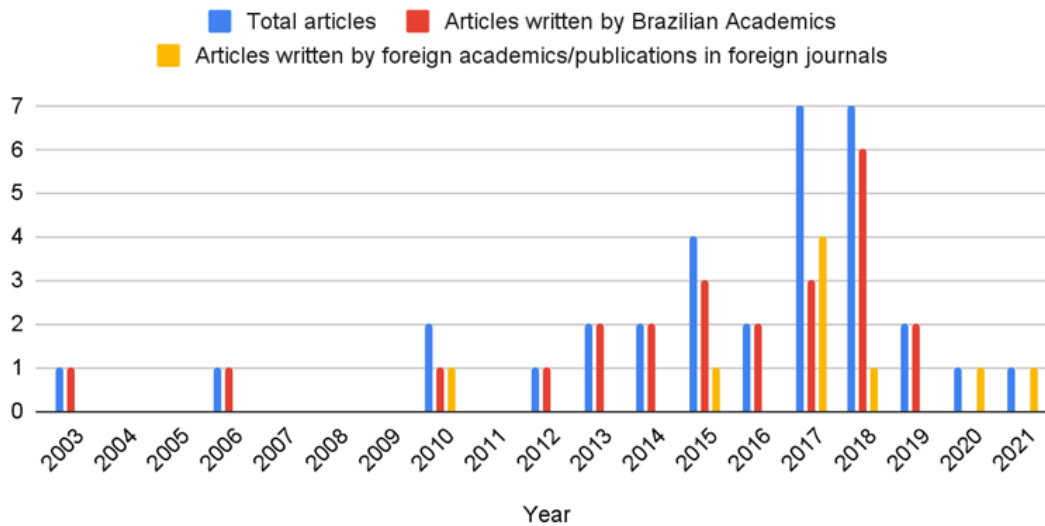
Terms used in Basic Search	No. of Articles in the Original Survey (until 2016) (PORTO DE OLIVEIRA, FARIA, 2017)	No. of Articles in Current Survey (up to 2021)
"Diffusion of Policies"	3	12
"Diffusion of Public Policies"	1	5
"Transfer of Policies"	6	16
"Transfer of Public Policies"	4	6
"Circulation of Policies"	0	0
"Circulation of Public Policies"	0	0
"Dissemination of Policies"	2	5
"Dissemination of Public Policies"	1	0
"Internationalization of Policies"	Not Assessed	4
"Internationalization of Public Policies"	Not Assessed	0
"Policy Diffusion"	6	13
"Policy Transfer"	9	21
Total	32	82
Total after removal of duplicate results	13	37

Table 1. Number of Articles in Diffusion/Internationalization of Policies available at SciELO Brasil

Source: Own elaboration based on Porto de Oliveira and Faria (2017) and Scientific Electronic Library Online Database (SciELO) <https://www.scielo.br> Accessed on: Sep 27, 2021.

Of the 13 articles (excluding duplicates) found by Porto de Oliveira and Faria, two were published by foreigners in Brazilian journals and 11 were published by Brazilian researchers between 2011 and 2016. In the new result of 37 publications (excluding duplicates), 28 are by Brazilian authors, almost triple the previous results. The production focused on the areas of Social Sciences (expanding from four to ten publications), Administration (from three to seven publications), and Health Sciences (from two to eight publications, surpassing Administration). What surprised was the growth of only one publication in the period in the field of International Relations and published in a foreign journal cataloged in SCiELO (from two to three publications). This reinforces the lack of insertion of IR in the field. The addition of the term “internationalization of policies” and “internationalization of public policies” contributed to the results of the areas of Education (one publication in a national journal and one in a foreign journal) and Linguistics (three publications in national journals), revealing again the terminological separation between areas of knowledge (PORTO DE OLIVEIRA; FARIA, 2017; FARIA, 2018). The field of Information Science continued with one publication, while Psychology added one publication, being the only one with an object in the Northeast, specifically in Salvador, Bahia.

Graph 1 - Total number of articles, written by Brazilian academics and articles written by foreign academics/publications



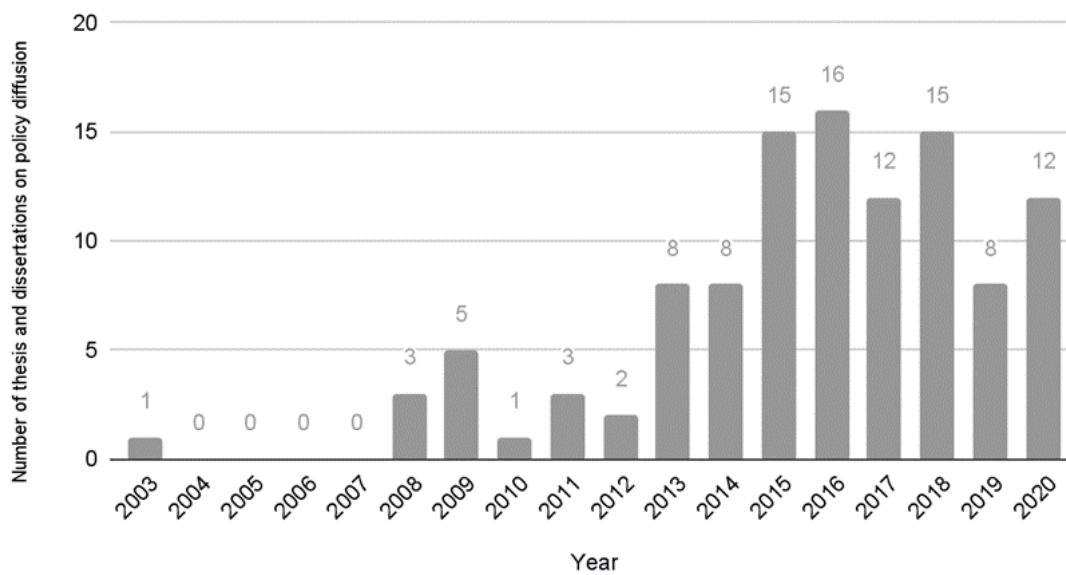
Source: Own elaboration from the Scientific Electronic Library Online (SCiELO) Database <https://www.scielo.br>

Accessed on: Sep 27. 2021.

Finally, it is important to note that the growth of production in the area occurred mainly between 2017 and 2018, in which seven articles were counted each year, as opposed to three in 2019, signaling a slowdown in production. The years 2020 and 2021 totaled four articles in the database, with both years having an article in a national journal and another written by non-Brazilian authors in an international journal. It should be noted that the increase between 2017 and 2018 focused on specific dossiers in the areas of Social Sciences, among them the CEBRAP dossier in which Porto de Oliveira and Faria (2017) published the initial study referenced here. In the last five years, the Health area has grown more widely, with publications in four different journals.

In the survey with the CAPES theses and dissertations (T&D) repository, the results showed 109 dissertations, distributed from 2003 to 2020, as shown in graph 01 below. No results were found for 2021.

Graph 2 - Number of T&D on policy diffusion per year



Source: Database of the Bank of Theses and Dissertations <http://bancodeteses.capes.gov.br/banco-teses/#/> Accessed on: Sep 27, 2021

Despite the small number of studies on the subject, it is possible to notice that the intensification also happens from 2013, as in the articles of the SCIELO base. The update also indicated discrepant elements regarding the results found in the first survey. Table 2 below shows the data until 2016 of the Porto de Oliveira and Faria survey (2017) and those found until 2021.

Terms used in Basic Search	No. of Articles in the Original Survey (until 2016) (PORTO DE OLIVEIRA, FARIA, 2017)	No. of Articles in the current survey (until 2021)
"Diffusion of Policies"	23	46
"Diffusion of Public Policies"	14	28
"Transfer of Policies"	11	29
"Transfer of Public Policies"	4	13
"Circulation of Policies"	0	0
"Circulation of Public Policies"	0	0
"Dissemination of Policies"	11	15
"Dissemination of Public Policies"	6	8
"Internationalization of Policies"	Not Assessed	4
"Internationalization of Public Policies"	Not Assessed	2
"Policy Diffusion"	6	21
"Policy Transfer"	13	53
Total	88	219
Total after removal of duplicate results	48	109

Table 2. Number of Theses and Dissertations in Diffusion/Internationalization of Policies available at the CAPES Thesis and Dissertation Board.

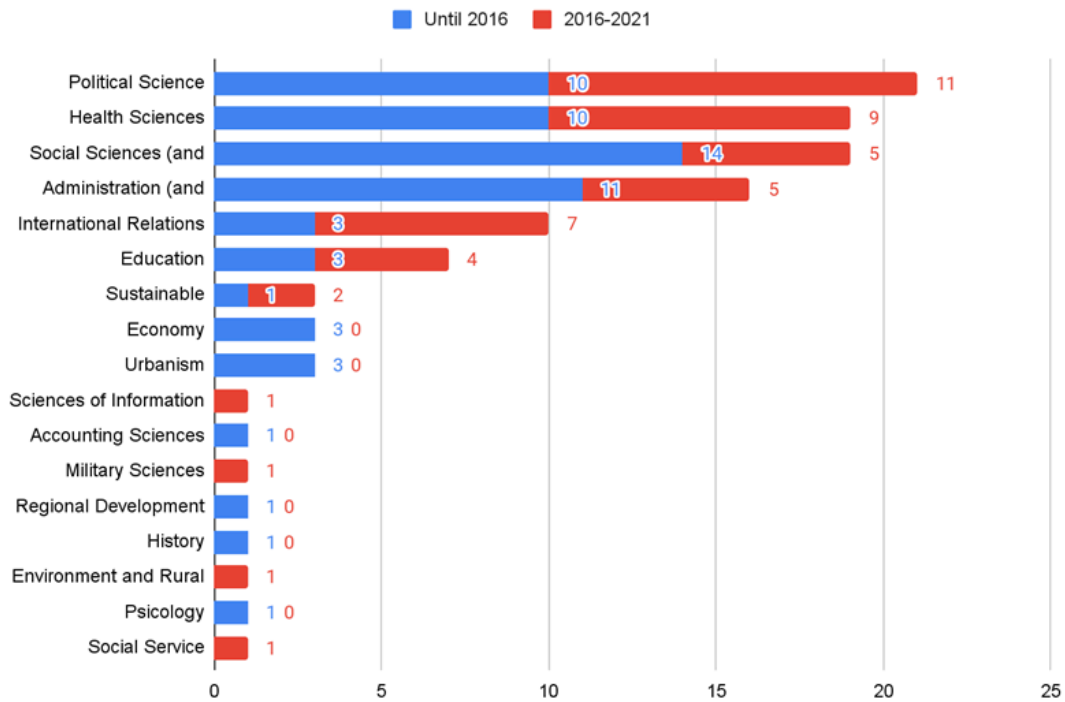
Source: Own elaboration from Porto de Oliveira and Faria (2017) and Database of the Bank of Theses and Dissertations <http://bancodeteses.capes.gov.br/banco-teses/#/> Accessed on: 27 Sep. 2021.

The theses and dissertations identified by Porto de Oliveira and Faria (2017) totaled 48 papers, when the duplicate results were excluded. Of these, 38 were published between 2011 and 2016. The update of the survey revealed more than twice as many results, with 109 T&D, excluding duplicates. However, of this updated result, 62 studies were prior to 2017 and only 47 were published between 2017 and 2020. Therefore, a discrepancy between the survey of the first study and the results found in the update is evident. This discrepancy is explained by two reasons: first, the main one, is the eventual delay of universities in updating their catalog with CAPES. Second, the inclusion of the new terms “internationalization of policies” and “internationalization of public policies” revealed four studies, three of which were prior to 2017.

The update showed, as well as the search on the SCiELO platform, the absence of results for the term “circulation”, as well as poor results for the terms “dissemination” and “internationalization”, when compared to “diffusion” and “transfer”, indicating greater Anglo-Saxon influence than the French tradition (circulation) in terms of the field in T&D. This result is similar to that found by Porto de Oliveira and Faria (2017).

When comparing the results by area, Political Science adds up to 21 T&D, compared to 10 works until 2016, this being the largest area. It is followed by Health Sciences which jumped from 10 to 19 results. The Social Sciences - including Public Policy programs — went from 14 to 19. Administration — including urban management — went from 11 to 16. In International Relations, growth was also important, from 3 to 10. Just like in Education which went from 3 to 7. Other areas that were included in the first survey and had no growth or this was very small in absolute terms are: Economy (03), Urbanism (03), History (01), and Regional Development (01). It is also worth mentioning that new areas were found, although with poor results. They are: Sustainable Development (grew from 01 in 2016 to 03) - which makes sense, since the 2030 Agenda begins in 2015 - Information Science (01), Accounting Sciences (01), Military Sciences (01), Social Service (01), Environment and Rural Development (01) and Psychology (01).

Graph 3 - Number of T&D on policy diffusion per area (2016-2021)

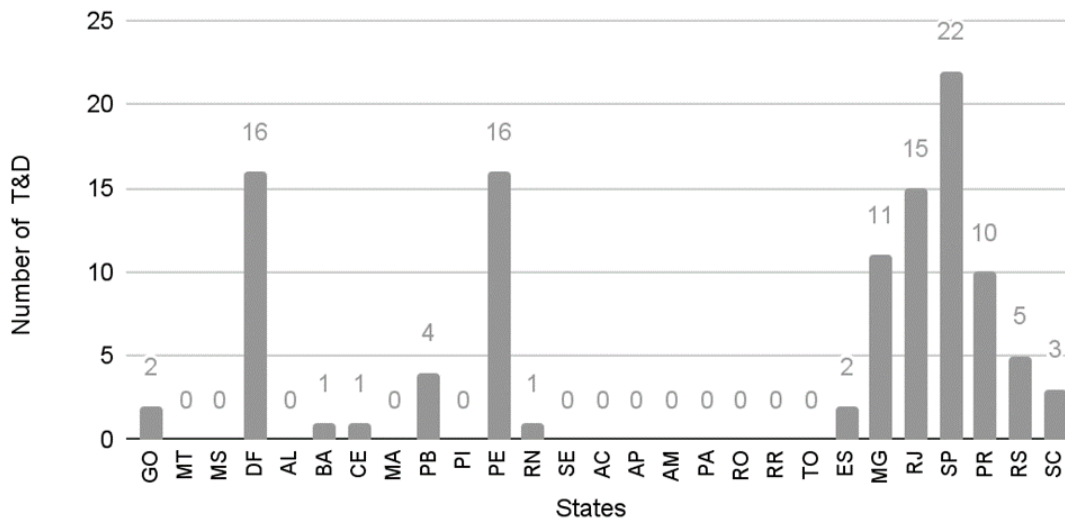


Source: Database of the Bank of Theses and Dissertations <http://bancodeteses.capes.gov.br/banco-teses/#/> Accessed on: Sep 27, 2021.

The inclusion of new areas represents a positive aspect for the field and would be even more important if they revealed the communication between the areas, their knowledge, concepts and methods (GHAHAM; SHIPAN; VOLDEN, 2013), which was not possible to verify within the limits of the update. Adding the terms “internationalization of policies” and “internationalization of public policies” allowed us to add results for Education and International Relations. The growth of the latter area, although small, may represent a response, albeit timid, to methodological nationalism, in considering international influences as variables on domestic processes (PORTO DE OLIVEIRA; FARIA, 2017). This gains even more strength when it is noticed that 11 L&D have explored international cooperation, with 03 of International Relations programs and the other 08 divided into areas such as Social Sciences, Politics, Administration and Development. In addition, the growth of the health area also brought an interesting aspect, with 13 of the 19 results being linked to the study of the tuberculosis field.

Regarding the Northeast as the studied reality, only 08 productions, of the 109 results of the update, mention the states (Pernambuco, Bahia, Rio Grande do Norte) or municipalities (Recife, João Pessoa, Salvador). All 08 L&D were from graduate programs at universities in the region. Four are from Health Sciences, one from Psychology (from which the only article in SciELO derived), one from Social Work, one from Administration and one from Urbanism.

Graph 4 - Distribution of T&D on policy diffusion per Brazilian state (including Federal District)



Source: Own elaboration from Porto de Oliveira and Faria (2017) and Database of the Bank of Theses and Dissertations <http://bancodeteses.capes.gov.br/banco-teses/#/> Accessed on: 27 Sep. 2021.

When observing the production of T&D from graduate programs (GPP) located in the northeast, the number rises to 23, with a predominance of GPP from Pernambuco (16, or almost 70% of the results), and, far behind, from Paraíba (4 results). Alagoas, Maranhão, Piauí and Sergipe are not included. The GPP of the state of São Paulo totaled 22 results (15 only from the University of São Paulo), almost the same number as the nine states in the northeast. Considering the southeast region, 50 T&D on policy diffusion were counted. Still, northeastern production surpasses that of the South Region and the Midwest, both with 18 T&D each — highlighting the concentration of productions of the University of Brasília that adds 16 works. No results were found for the North Region. Thus, São Paulo (22)

concentrates the highest production, Pernambuco (16) and Distrito Federal (16) tie and are followed by Rio de Janeiro (15), Minas Gerais (11), and Paraná (10).

The updating of T&D production in the field allowed us to show that; first, the last five years have witnessed a growth, albeit timid, of the field of internationalization of PP, in which IR has been inserted with some speed, but not yet enough to signal its effective inclusion in the field. Second, the international focus on other areas, which have addressed topics such as South-South cooperation (with 05 results), Latin America (08) and Africa (06) in T&D, may present a positive direction for the expansion of international discussion in the field. The dedication of analysis on these phenomena matters for the construction of concepts, methodologies, and approaches that comprehend them, mainly within a field in which “the vast majority of studies were produced by authors from northern institutions that investigate the diffusion of policies within these countries or from them to the southern states” (PORTO DE OLIVEIRA; FARIA, 2017, p.30, our translation).

Finally, we found a concentration of field production in the South-Southeast (62% of T&D). Although the Northeast region represents the second largest producer (21%) of graduate studies, it is concentrated in Pernambuco. Of the eight T&Ds that bring Northeast as a reality for diffusion processes, one was published before 2011, three between 2011 and 2016 and four between 2017 and 2020, revealing the predominance of the last decade, as well as the lack of substantive growth between the periods. Both parameters, production in the Northeast and production in the Northeast GPPs, reinforce the importance of researching the process of internationalization of policies in the region. This is also valid for the North region that had no studies on the subject. Thus, amplifying the study of the subnational reality of the Northeast in the field of diffusion of public policies is important not only because of their physical and social geographical differences, but as a necessity for the deepening of the Brazilian field of internationalization of PP.

IV. Identification of the internationalization of Public Policies in the Northeast: application of the Snowball technique

To contribute to the deepening of the field and with reference to the reality of the Northeast, we produced a mapping of the experiences of the nine states of the region. We initially chose to adapt the technique known as Snowball. This methodological strategy differs from other methods of data collection in the formation of the sample, which is built throughout the process and not previously

(COSTA, 2018). This way of constructing the sample met the discussions within the course that showed the need to recognize the empirical reality without previously defining specific delimiters of the object.

Thus, the choice of this method was because it is used, more often, in non-probabilistic samples in qualitative studies (COSTA, 2018) and to achieve, normally, three objectives: “desire for better understanding about a topic, test the feasibility of conducting a broader study, develop the methods to be used in all studies or subsequent phases” (VINUTO, 2014, p 205). The exploratory research phase sought to achieve the first two objectives, thus, the logic of the snowball method proved to be adequate. With this technique, we seek to identify the phenomena through news, interviews and reports from state public entities.

To cut more clearly the objects/phenomena that should be mapped, a summary table was created with the conceptual definitions built from the specialized literature and the extension course, in dialogue with the participating researchers and managers. This framework resulted in the elaboration of a table with the minimum characteristics that needed to be identified in the initial search, they were: public policies (intentional guideline, public problem, political action), led (decision making and implementation) by the northeastern states, being in execution or already implemented, express declaration by managers that PP went through or were the result of internationalization processes (import, export, or circulation) and the involvement of international actors (international organizations, national or subnational governments of other countries, cooperation agencies, among others).

At first, the first searches were carried out by the *Google search* platform, an accessible but quite inaccurate search engine. The extension researchers divided among themselves the nine northeastern states and each was responsible for three. All used keywords previously delimited and related to public policies as search terms, namely: Dissemination, Cooperation, Development Cooperation, Internationalization, Transfer, Diffusion, International Circulation, Partnerships, Transnationalization, International Relations, Embassy, UN and International Affairs, plus the names of the northeastern states.

As the results appeared, it was possible to observe a cumulative sequence — also through *hyperlinks* and new search terms — in which news linked to other news, forming a growing chain of links or “snowball” and leading to other sites with information, documents, and news. The keywords did not form an exhaustive initial list. That is, to the extent that results were found, new terms used were incorporated into the table, just as other sites were explored as search platforms. For example, state and national institutions and international agents sites — such as the Brazilian Cooperation Agency (Agência

Brasileira de Cooperação - ABC) — or the websites of state governments, their secretariats or blogs. Similarly, to the extent that an internationalized public policy was evident, terms related to this policy became keywords, as well as the actors involved in it (for example, in addition to the UN, the research began to involve FAO, UNICEF, and ILO). This survey was conducted between August and October 2021 and concluded when the searches stopped leading to new results, that is, even with the incorporation of new terms, it reached the same phenomena already identified before, allowing us to conclude that we had reached the saturation point of the search technique.

The results found by using the snowball with the cutout indicated were: five internationalized state public policies from different states, namely Pernambuco, Paraíba, Ceará, Rio Grande do Norte, and Bahia. In the states of Maranhão, Piauí, Sergipe and Alagoas, the methodology used did not identify internationalized PP. In these same states, no production of T&D in GPP or on its realities was identified in the survey presented in the first section.

Of the five policies mapped, the internationalization process of four of them was marked by the participation of one or more international organizations (United Nations Children's Fund (UNICEF), International Labor Organization (ILO), United Nations Development Program (UNDP), United Nations Food and Agriculture Organization (FAO) and World Bank (WB)). The themes are diverse and involve sectors such as sanitation, public safety, culture and creative economy, agricultural production chain, and public management. As for the direction of internationalization: two are exports, another two are imports and another can be seen as an import with local and regional learning.

We also found that federal agencies participated in at least three mapped policies, and Non-Governmental Organizations or *think tanks* didn't. Finally, it is important to highlight that the period in which the internationalizations occurred runs from 2007 to 2018. Only one of the mapped public policies (Rio Grande do Norte's) was addressed by a master's thesis identified in the survey on scientific production.

V. Mapped Public Policies

Once the experiences of internationalized public policies in the northeastern states have been identified, we focused on a better understanding of each case. First, we filter and organize the material found, through the “*Notion*” software, which allows a more personalized systematization of the material and the information collected. In the first organization, the following criteria were considered: sector, date of implementation, responsible government agents, PP characteristics, internationalization process,

international agents, results, and current stage. And then, with the reading of material – which involved news from public websites, official videos, management reports, folders, slide presentations prepared and made available by state government agencies and participant testimonies — this systematization was expanded according to the specificities of each case.

With the systematization, we were able to describe each policy and phase of the internationalization process, as well as identify managers who participated in several moments of the cycle of mapped public policies and, thus, start the next phase of the investigation: the interviews. The interviews performed and the information gathered allowed us to show the cases and initially indicate aspects of the process and internationalization relating them to specialized literature.

Pernambuco

In 2018, the state of Pernambuco implemented a public policy already consolidated in Japan, the Koban model of Japanese policing. This model aims to act in the prevention of violent crimes against property through the decentralization of policing units and increasing the proximity of the community to police officers. The process was made possible through the technical cooperation agreement between the Japan International Cooperation Agency (JICA), the Brazilian Secretariat of Public Security and, initially, the Military Police of São Paulo. In 2008, São Paulo was chosen to be the first state to implement this policing model in Brazil.

Due to the results obtained with the experience in São Paulo, other Brazilian states sought to learn about this model. Pernambuco was one of them and, in 2018, went through a process of adopting the Koban system in the neighborhood of Boa Viagem, through the project “Our Presence, Your Safety”. For the Japanese standard to be adopted in Pernambuco, JICA sent representatives to Recife, who collaborated with the training of police officers, and also received police officers from the Military Police of Pernambuco in Japan to get to know the Japanese system closely.

After the implementation, between August 13 and September 12, 2018, 25 occurrences of crimes against property were recorded, which represents a 66% drop compared to the numbers reported in the same period of 2017 (74 occurrences), according to data from the Social Defense Secretariat of Pernambuco (GOVERNO DO ESTADO DE PERNAMBUCO, 2018). After the experience in Boa Viagem, the state government decided to implement the system in other cities, starting a process of internalization of Public Policy in the municipality of Paulista and in Caruaru. The Secretary of Social Defense, Antônio de Pádua, commented on October 10, 2018: “It is important to emphasize that the entire State of

Pernambuco, especially the capital, consolidated a trend of reduction in cases of crimes against property and also in homicides”, part of this reduction is attributed to the adoption of this public policy.

Seeking the elements in the literature of the field of internationalization of public policies to understand the type of learning Pernambuco's government acquired with the public policy in question, we understood that it was a case of import (Japan - Brazil) with local learning (São Paulo) and national diffusion (São Paulo - Pernambuco) according to the work of Richard Rose (1991). For Porto de Oliveira (2020, p.20), diffusion happens when “a set of adoptions, more or less simultaneous, of a public policy” occurs, that is, when the adoption of PP is not localized but distributed by different adopters. Already, the instrument used for implementation was the emulation, “adoption, with adaptations in different circumstances, of a program already in operation in another jurisdiction” (FARIA, 2018, p.37), as adaptations were made both in SP and in Pernambuco so that the Japanese policing system was effective at the national level.

Paraíba

In 2015, the extinct Technical Assistance and Rural Extension Company (Empresa de Assistência Técnica e Extensão Rural - Emater-PB), currently the Paraíba Research, Rural Extension and Land Regulation Company (Empresa Paraíba de Pesquisa, Extensão Rural e Regulamentação Fundiária - Empaer-PB), linked to the State Secretariat for Agricultural and Fisheries Development (Secretaria de Estado do Desenvolvimento da Agropecuária e da Pesca - Sedap), created the Paraíba Cotton Project (Projeto Algodão Paraíba). In an interview, the Director of Technical Assistance, Jefferson Morais stressed that the project arose from “a need and a business demand” for cotton (MORAIS, 2021). The policy consists of encouraging the production of ecological cotton, in consortium with food crops, by family farmers. The project guarantees the donation of ecological cotton seed, specialized and continuous technical assistance, and market for sale by partner companies of the project, such as Embrapa Algodão, Norfil S/A Indústria Têxtil and the Cooperativa de Produção Têxtil Afins do Algodão (Coopnatural).

The policy links the protagonism of the family farmer in the cotton production chain, dominated by capital-intensive agribusiness. It produces cost reduction and increases production in a sustainable way through the supply of organic seeds, rural assistance, and market guarantee with “fair price” (EMPAER-PB, 2019). At the same time, it seeks to reduce the vulnerability of family farming in Paraíba to market price fluctuations (MORAIS, 2021).

The Paraíba PP was internationalized through two South-South trilateral cooperation projects. The first, +Cotton (+Algodão), started in 2013, involving the Brazilian Government, represented by the Brazilian

Cooperation Agency (ABC); the Food and Agriculture Organization of the United Nations (FAO) and seven other partner countries - Argentina, Bolivia, Ecuador, Colombia, Haiti, Paraguay and Peru. The second is the Cotton with Decent Work Project (Projeto Algodão com Trabalho Decente) involving the Brazilian Government, the International Labor Organization (ILO) and cotton-producing countries in Latin America and Africa. We can observe, therefore, the presence of formal cooperation, in trilateral agreements, as a policy diffusion mechanism (PORTO DE OLIVEIRA, SARAIVA; SAKAI 2020).

The +Cotton began in 2013, before Paraíba PP, which began in 2015, and cooperation was first established with Emater-MG. The cooperation of Empaer-PB occurs with the departure of the mining company, as Jefferson Morais clarifies:

“...[As the model of the state of Minas Gerais was closer to agribusiness, and this was not quite what the [Latin American] countries were desiring, as it was a reality totally far from theirs, and as we already had a project started here in the state of Paraíba [...] working with family farmers with a more social bond, then Asbraer (Associação Brasileira das Entidades Estaduais de Assistência Técnica e Extensão Rural - Brazilian Association of State Entities for Technical Assistance and Rural Extension) indicated Emater-PB, and we continued the project” (MORAIS, 2021).

The internationalization of Paraíba politics was thus favored by the similarity of family farming with the common smallholdings apart from the Latin American reality. In April 2019, policy results were presented by EMPAER in the Paraguayan capital of Asunción (EMPAER-PB, 2019a). The ATER methodologies were shown to representatives of producer cooperatives, traders, members of civil society organizations, representatives of governments, public companies, and international agencies (EMPAER-PB, 2019a). On another trip, in June of the same year, Empaer-PB shared cotton production technologies with Colombia and Bolivia (GOVERNMENT OF PARAÍBA, 2019). In September, Paraíba received delegations with technicians and representatives from FAO, ILO, Colombia, Mali, and Mozambique to learn about the association of the policy, the production model with small producers and technological innovations (ILO, 2019).

In this September 2019 visit, Paraíba practices were also evidenced as compatible by representatives of Mali and Mozambique. As cultivation was made possible despite the hostilities in the semi-arid region, the experience was understood as having the potential to reduce rural exodus in these countries (EMPAER-PB, 2019b). ILO (2019) indicated the cultivation of cotton in the Paraíba model as the best

suiting to the socioeconomic situation of South-Global countries, even those that already have a traditional production chain, as is the case of African countries (EMPAER-PB, 2019b).

As for the results of internationalization, the initial survey was insufficient, and the interview with the Technical Assistance Director was more enlightening. The director focused on the Colombian and Bolivian cases, countries that received ATER technologies in 2019. In Colombia, the implementation of the Paraíba model, aimed at the agroecological transition, changed the reality of monoculture, and reduced the economic and social vulnerability of producers, with the methodologies “decreasing the number of applications [of agricultural protectives], reduced from 35 applications to only 8 or 9 applications, reducing their cost of production by almost 60%” (MORAIS, 2021). In Bolivia, the project collaborated with the reduction of the problem of lack of inputs such as seeds, in addition to the implementation of technologies. The exchanges established via cooperation led the Bolivian government to articulate the organic certification of production, which was done from the knowledge of the Brazilian equivalent (MORAIS, 2021).

However, these results did not occur from the exact replication of the Paraíba practices, much less without challenges. Jefferson stressed that, despite the similarity in the production model between Paraíba and production in smallholdings in Latin American countries, social and physical factors can alter the effects of methodologies and techniques. The implementation of the policy happens “in these countries, of course, adapting within their reality” (MORAIS, 2021). Pointing out the presence of the mechanism for translating the policy instruments into the local context (PORTO DE OLIVEIRA, SARAIVA; SAKAI 2020).

As challenges throughout internationalization, Empaer-PB's lack of experience with the process, the language barrier, and the setting with the political-agrarian reality of other countries were accentuated (MORAIS, 2021). In addition, from 2020, the COVID-19 pandemic led to a stage in which Empaer-PB's participation in the +Cotton meetings occurred virtually, representing another challenge (MORAIS, 2021), and highlighting the importance of technical observation for the coherent implementation of PP.

For the internationalization of the Paraíba Cotton model, the role of OI in the context of policy diffusion was also important. According to Jefferson Morais, the contact with FAO and ABC was fundamental for the export of the policy, with the “establishment of a close dialogue” with other countries (MORAIS, 2021), pointing out the role of the OI as a forum for the PP diffusion (FARIA, 2018). In addition, FAO's involvement has brought an “international responsibility, because these international organizations want to know how the project is going,” stressed the Director of Technical Assistance, implying

demands on the direction of the policy not only from those who import them, but from those who export them as a way to monitor results and news.

Therefore, we understand that the internationalization of the Paraíba Cotton model is presented as a diffusion process. Because, it is a policy initially in force in Paraíba and suitable for adoption in different contexts (PORTO DE OLIVEIRA;SARAIVA;SAKAI, 2020) through emulation, including the direct sharing of technology and direct involvement of innovative technicians from Paraíba (EMPAER, 2019).

Ceará

Another case of PP export we identified occurred between Ceará and the government of Ethiopia. Also in 2013, an Ethiopian delegation, on an official visit, met the Integrated Rural Sanitation System (Sistema Integrado de Saneamento Rural - Sisar) and the urban condominium sewage system of the state of Ceará. Mechanisms for the regulation and supervision of these services were also presented by the Regulatory Agency of the State of Ceará (ARCE). From 2014, Ethiopian trips to Brazil and Brazilian trips to Ethiopia sought joint solutions from evaluations and field visits (ABC, 2018).

Cooperation between the countries was formalized in 2016 through a trilateral cooperation project signed between the Brazilian government, the Ethiopian government and the United Nations Children's Fund (UNICEF). The objective was to strengthen basic — urban and rural — sanitation and access to water in Ethiopia (FUNASA, 2018). The cooperation then presented itself as a mechanism for internationalization, predicting and delimiting functions and objectives between the actors. In addition to the national governments and UNICEF, the Brazilian Health Foundation (Fundação Nacional de Saúde - FUNASA) and the government of Ceará, represented by Ceará Water and Sewage Company (Companhia de Água e Esgoto do Ceará - Cagece) and ARCE, were part of the agreement.

Similar to the case of Paraíba, the choice of Ceará was due to the physical similarity with the Ethiopian environment, in addition to the quality of services and innovations provided by Cagece, and the quality of ARCE's regulation (FUNASA, 2018). The exported policies involved the condominium sewage models and the Sisar model. The latter constitutes a model of planning and management of rural sanitation and access to water, in which the rural community itself, with technical support, manages its own system in a self-sustaining and waste-free manner. This policy currently affects more than 800,000 people (SISAR, 2021).

Hélder Cortez, current Director of Interior Business at CAGECE, in an interview, defined the logic of the Sisar model as follows:

“You have to have the community since the thought of the project. There is no engineering separate from the social in Sisar's management model. SISAR is self-managed by associations. It is self-sustaining, the community pays, it is [...] the rescue of citizenship: the empowerment of the community, social participation is there” (CORTEZ, 2021).

Therefore, social participation in the planning and rural management of basic sanitation and access to water is substantial. It was from 1996, with Sisar, that “the structure of our company was created to give attention to the rural” (CORTEZ, 2021). The condominium sewage model is a low-cost sewage system, with a focus on community management in planning, management, and maintenance (UNICEF, 2018), implying lower costs for the affected population.

In 2016, the municipality of Wukro, in the Ethiopian region of Tigray, was chosen as an area for the pilot project of the condominium sewage system (FUNASA, 2018). The model, typically used for houses, was adapted for a vertical condominium (ABC, 2018). In the interview, Cortez indicates that, despite Ethiopian local and governmental leaders recognizing the importance of the model, the results were not positive (CORTEZ, 2021).

In addition to the strategies of the Sisar model and the adaptation of the condominium sewage model, the cooperation also involved the transfer of knowledge on sanitary regulation and access to water. Thus, the process happened in the form of a transfer from Brazil to Ethiopia.

According to Porto de Oliveira (2020, p. 20), this form of internationalization occurs when “(...) a punctual displacement of a public policy from one place to another, from A to B. The policy originates from a government, non-governmental organization or international body and moves to another actor of a similar or distinct nature”. The transfer took place through emulation, in view of the adaptation conducted and the transmission of knowledge that were converted into national PP.

Even with the failure, positive points were highlighted by UNICEF (2018); the learning of sanitation techniques that contributed to the sewage and water supply systems in refugee camps; and the overflow of the process to Angola. According to Helder, “Angola got advice from Ethiopia, from UNICEF, and in the same way, they wanted condominium sewage. They saw the possibility of employment and income with condominium sewage. This Angola process is starting now” (CORTEZ, 2021).

Bahia

The Neojibá (Núcleos Estaduais de Orquestras Juvenis e Infantis na Bahia - State Centers of Youth and Child Orchestras in Bahia) Project is a public policy of creative economy of the state of Bahia. It was

implemented by SECULT (Secretariat of Culture) in 2007 with funding from the state government. The Project was inspired by a similar existing policy in Venezuela, the Fesnojiv, *El sistema nacional de las orquestas juveniles de Venezuela*, one of Venezuela's leading PP. The Venezuelan project was pointed out by UNDP (2015) as a reference, being a junction of social assistance and culture.

Both projects, from Bahia and Venezuela, aim to offer creative means for the reduction of poverty and the inclusion of children and young people through art. According to Freitas (2012), the formulation of public policies based on the creative industry has increased over the years and in the state of Bahia has been a widely used tool to develop and reduce poverty rates from it.

Initially created by SECULT, the project was incorporated into the State Secretariat for Social Development and Combating Poverty (Secretaria do Estado de Desenvolvimento Social e Combate à Pobreza - SEDES) and supported by several agencies and secretariats of the State of Bahia. Fundraising and financing of the project are made by the Poverty Prevention Fund of the Government of the State of Bahia and by the Development Agency of the State of Bahia (Desenbahia). The program also counts on the international technical cooperation of UNDP, which offers technical expertise and bidding processes for the acquisition of musical instrument equipment. UNDP had knowledge about the experience in Venezuela, which allowed the contribution to the development of NEOJIBA (UNDP, 2014b).

Considering that the project is the result of technical cooperation between the State of Bahia and Fesnojiv, in Venezuela, we can refer to two important issues in Public Policies. First, despite the different definitions, the international diffusion of public policies, for Dobbin, Simmons and Garrett (2008, p.7) “occurs when political decisions of a government in a given country are systematically conditioned by choices previously made in other countries” (sometimes mediated by the behavior of international organizations or private actors and organizations). In the case of the Neojibá project, a transfer process occurred, with adaptations of the public policy from Venezuela to Bahia, through cooperation not only with the participation of the State Government, but also of OI. Emulation was used as the instrument to adapt a project already existing in another country to the Bahia context.

As Porto de Oliveira (2020) states, internationalization can be mediated or not and, in this case, there are strong indications that UNDP mediation was an important element. The UN agency was responsible for much of the financial and operational support. It also committed to contributing to the acquisition of musical instruments with a value reduced by 50%, in addition to helping the project to increase its actions, especially in neighborhoods, in order to prevent violence and guide the youth (ONU, 2015).

Rio Grande do Norte

Finally, the last case of the mapping was in Rio Grande do Norte (RN). This case was the only one addressed in a dissertation among all mapped. It differs from the others by the characteristic of contracting an international body loan and by the clipping of the PP, whose intentional guideline is structuring (strategic level), and unfolds in sub-guidelines of the intermediate and operational level while in other cases the guidelines were contained in projects and plans linked more directly to operationalization. The public problem in the case of RN is also composed and multisectoral. We should note that researchers during the course mentioned that loan cases with conditionalities are common and their characterization as PP internationalization must be observed carefully. Even with this observation, we decided to maintain it, at least initially, since we understand that it fits the cutout defined in the research.

This is the former “Sustainable RN” project that, as of 2017, has been called “Citizen Government” (AGORA RN, 2017). This public policy emerged as a response to the finalization of the Rural Poverty Project (Projeto Combate à Pobreza Rural - PCPR) of Rio Grande do Norte and was articulated by the state government together with the Legislative Assembly and guided and financed by the World Bank (WB). In 2013, WB approved the Operating Manual of the project, which enabled the financing (MANUAL OPERATIVO, 2017, p 2). The involvement of the state legislature was necessary given the legal requirements to make the loan viable. The PP proposed sustainable regional development, using strategies to promote food security, access to productive infrastructure, a guarantee of markets for family farming, and the improvement of public services through a results-based approach, (MANUAL OPERATIVO, 2017). The projects that unfolded from the macro-directorate dealt with strategic investments, measures to strengthen local governance and actions in productive, social, and environmental inclusion (PONTES, 2018). In addition to the multisectoral action, the PP covered all 10 territories of the state and, in the managerial and personnel issue, involved several secretariats and state departments.

WB had a great influence on the implementation and design of the PP. This organization is of great complexity and has been operating since 1946 in the financing of projects, programs, and technical assistance to the public sector. WB acts “in a prescriptive manner regarding what governments should do in terms of public policies for development” (PEREIRA, 2014, p.78) through conditionalities to guarantee access to resources. This suggests a process of coercive adaptation to World Bank standards.

Mainly in the fiscal adjustment measures undertaken to obtain the loan, and adequacy of the processes and the team for the execution of the project (PONTES, 2018).

In addition to adaptation, Bárbara Pontes (2018) also identified the learning process. The latter occurs when agents adapt to political changes and have their beliefs modified about causes and effects (DOBBIN; SIMMONS; GARRETT, 2007). According to Pontes (2018), in this case, it was observed that the project teams themselves realized the need to modernize administrative processes and sought to appropriate new knowledge and experiences from other states (Bahia, Ceará, and Pernambuco in the rural issue) and from previous governments of the RN itself (PONTES, 2018), which fits as learning, in the researcher's view.

Also according to the dissertation by Pontes (2018), although his work did not intend to produce an evaluative analysis of the project, it was possible to identify through the interviews with those involved that the project had a design that was difficult to execute, especially due to its multisectoral character and the requirements placed on the work teams regarding compliance with the Bank's own standards (such as bidding processes, for example). And also by the spraying of resources in small sectoral investments. The documents available on the state government website on the implementation of PP do not present evaluations or results already achieved.

In table 3 we organize a synthesis with the characteristics of the mapped PP and the interpretations regarding the direction, mechanism, and instruments of the internationalization process.

State	Policy Name	Sector/Date/Agreement	IO Presence	Direction/Mechanism/Instrument
Pernambuco	Japanese Policing Model - Koban	Patrimonial Security/2018/Technical Cooperation JICA – National Secretariat of Public Security.		Import/Diffusion/ Local Learning and Emulation
Paraíba	Paraíba Cotton Project	Agricultural Production/2015/South-South Cooperation.	-FAO (Food and Agriculture Organization of the United Nations) -ILO (International Labor Organization)	Export/Diffusion/Emulation
Ceará	Integrated Rural Sanitation System (Sisar) and condominium sewage model	Sanitation /2013 (officialized in 2016)/Trilateral Cooperation Brazil, Ethiopia, UNICEF.	-United Nations Children’s Fund (UNICEF)	Export/Transfer/Emulation
Bahia	Neojibá Project	Culture, Education and Social Development/2007/Technical Cooperation State of Bahia - Fesnojiv.	-PNUD (Programa de Desenvolvimento das Nações Unidas)	Import/Transfer/Emulation
Rio Grande do Norte	Citizen Government	Sustainable Development/2013 (Approval of the Operating Manual by WB)/WB-RN Loan.	-World Bank	Import/ Transfer/ Adaptation and Local Learning

Table 3. Information Table of Mapped Public Policies in the Northeast

Source: Own elaboration

The shown policies demonstrate the effort of the northeastern states to increase their international insertion and seek alternatives to their challenges in other contexts. The conceptual lenses of paradiplomacy and the debate on international development cooperation, present in the field of IR, have great potential to contribute to the interpretation of the intersections between the international and the domestic in the production of PP and the impacts and potentialities of this movement.

VI. Final Considerations

Integration of research and extension through the strategy of offering the course of Public Policies and International Diffusion proved to be a rich experiment for collective production. However, the intensity of the work of the coordination team, very concentrated in the course execution period, was a challenge and needs to be better resized. In addition, new tools to systematize and maximize participants' contributions should be elaborated in a new experience.

The research resulting from the work in the course allowed us some conclusions. The survey showed that, despite the growth, the field in Brazilian research remains incipient, with the existence of gaps in the dialogue between the various areas of knowledge and in the deepening of the analysis. We also highlight the necessary interdisciplinary articulation to understand the intersection between cooperation, development, public policy, and the international scenario.

The insertion, even if timid, of the IR area seems to indicate the confrontation of methodological nationalism. Even more so when we realized that the attention of other areas has also turned on international influences as important variables of domestic processes.

The mapping organized with the snowball technique proved to be adequate and allowed the identification of relevant experiences from the northeastern states. The cases presented show us the potential of the region in the internationalization of public policies. However, it is worth reflecting on how these policies impact the region and build links between the domestic and the global through the international performance of subnational entities.

Acknowledgments

We would like to thank the Federal University of Paraíba for the financial support through edict 03/2020 –Productivity in Research PROPEAQ/PRPG/UFPB, code of the research project in SIGAA 13592-2020

Footnotes

¹ IDeF is an observatory maintained as an extension project of the International Relations Department by the Federal University of Paraíba.

² Detailed information about the course is available on the website: XXXXXXXX

References

- ABC. UNICEF - Projeto Fortalecimento dos Serviços de Abastecimento de Água e Esgoto da Etiópia. Brasília: Agência Brasileira de Cooperação - Ministério das Relações Exteriores, 2018. Disponível em: <http://www.abc.gov.br/imprensa/mostrarconteudo/880>
<http://www.abc.gov.br/imprensa/mostrarconteudo/880>>. Acesso em 15 jul. 2021.
- BARIANI, I. C. D.; DIAS, C. G.; MIRANDA, de I.; COLOSSO, M.; ROSA, M. M. Z.; MARCIANO, R.P.; VIVELA, R. R. Orientações para busca bibliográfica on-line. *Psicologia Escolar e Educacional*, v. 11, n. 2, p. 427-429, 2007.
- CAMPBELL, J. L. *Institutional change and globalization*. New Jersey: Princeton University Press, 2004.
- COELHO, D. Mecanismos Políticos e Institucionais da Difusão de Políticas Públicas. In Faria, C. A. P. de; COELHO, D.; SILVA, S. J. da. *Difusão de Políticas Públicas*. São Bernardo do Campo: Editora da UFABC, 2016.
- CONSTANTINE, J.; SHANKLAND, A. *From Policy Transfer to Mutual Learning. Political Recognition, Power and Process in the Emerging Landscape of International Development Cooperation*. *Novos Estudos CEBRAP*, n. 36, v.1, p. 99-122, 2017
- CORTEZ, H. Hélder Cortez. Entrevista [set. 2021]. Entrevista concedida à XXXXXXXXX. João Pessoa: Universidade Federal da Paraíba, 2021. 1 arquivo mp4 (88 min.). Entrevista concedida ao Observatório Internacionalização Descentralizada em Foco.

- COSTA, B. R. L. Bola de Neve Virtual: O Uso das Redes Sociais Virtuais no Processo de Coleta de Dados de uma Pesquisa Científica. *Revista Interdisciplinar de Gestão Social*, [S. l.], v. 7, n. 1, 2018. Disponível em: <https://periodicos.ufba.br/index.php/rigs/article/view/24649>. Acesso em: 6 de outubro de 2021.
- DOBBIN, F.; SIMMONS, B.; GARRETT, G. The global diffusion of public policies: Social construction, coercion, competition, or learning?. *Annu. Rev. Sociol.*, v. 33, p. 449-472, 2007.
- DOLOWITZ, D.; MARSH, D. Learning from Abroad: The Role of Policy Transfer in Contemporary Policy-Making. *Governance*, v. 13, n. 1, pp. 5-24, 2000.
- EMPAER-PB. Projeto Algodão Paraíba dá novo impulso à cultura e se projeta internacionalmente. João Pessoa: Empaer-PB, 2019a. Disponível em: <http://empaer.pb.gov.br/noticias/projeto-algodao-paraiba-da-novo-impulso-a-cultura-e-se-projeta-internacionalmente>; Acesso em 23 ago. 2021.
- EMPAER-PB. Missão da Colômbia, Mali e Moçambique conhece Algodão Paraíba e outras ações. João Pessoa: Empaer-PB, 2019b. Disponível em: <http://empaer.pb.gov.br/noticias/missao-dacolombia-mali-e-mocambique-conhece-algodao-paraiba-e-outras-acoes>; Acesso em 30 ago. 2021.
- FARIA, C. A. P. de. Políticas públicas e relações internacionais. Brasília: Enap, 2018. p 31-45.
- FUNASA. PRESTAÇÃO DE CONTAS ORDINÁRIAS ANUAL RELATÓRIO DE GESTÃO DO EXERCÍCIO DE 2017. Brasília, Fundação Nacional de Saúde, 2018. Disponível em: <http://www.funasa.gov.br/documents/20182/25005/Relatório+de+Gestão+2017+-+Presidência.pdf/ed1f5339-4ab2-489f-9696-3e024df1c335?version=1.0>; Acesso em 30 ago. 2021.
- FREITAS, M. C. Um metamodelo da economia criativa e seu uso para prospecção de políticas públicas. Bahia: Análise & Dados. SEI: Salvador, v.22, n.4. Out./dez. 2012
- GILARDI, F.; FÜGLISTER, K. Empirical modeling of policy diffusion in federal states: the dyadic approach. *Swiss Political Science Review*, v. 14, n. 3, p. 413-450, 2008.
- GILARDI, F. Four ways we can improve policy diffusion research. *State Politics & Policy Quarterly*, v. 16, n. 1, p. 8-21, 2016.
- GOVERNO DA PARAÍBA. Colômbia e Bolívia replicam tecnologia desenvolvida pelo Projeto Algodão Paraíba. João Pessoa: Governo da Paraíba, 2019. Disponível em: <https://paraiba.pb.gov.br/noticias/colombia-e-bolivia-replicam-tecnologia-desenvolvida-pelo-projeto-algodao-paraiba>; Acesso em 23 ago. 2021.
- Governo do Estado de Pernambuco - Sistema de Policiamento Japonês Reduz Número de Roubos em Boa Viagem. Disponível em: <https://www.sds.pe.gov.br/noticias/10571-sistema-de-policiamento-japones-reduz-numero-de-roubos-em-boa-viagem>; Acesso em 19 de agosto de 2021.

- GRAHAM, E. R.; SHIPAN, C. R.; VOLDEN, C. The diffusion of policy diffusion research in political science. *British Journal of Political Science*, v. 43, n. 3, p. 673-701, 2013.
- HOWLETT, M.; RAMESH, M.; SAGUIN, K. Difusão dos PTCs da América Latina para a Ásia: o caso do programa 4Ps nas Filipinas. *Revista de Administração Pública*, v. 52, n. 2, p. 264-284, 2018.
- KAUL, I. Global public policy: a policy in the making. In *First International Conference on Public Policy (ICPP) 2013*, Beijing, China, junho 5-7, 2013.
- MENEZES, H.; VIEIRA, M. Explaining Brazil as a rising state, 2003-2014: the role of policy diffusion as an international regulatory instrument. *J Int Relat Dev* (2021). <https://doi.org/10.1057/s41268-021-00217-z>
- MORAIS, J. F. de. Jefferson Ferreira de Moraes. Entrevista [set. 2021]. Entrevista concedida à XXXXXXXXX. João Pessoa, Universidade Federal da Paraíba, 2021. 1 arquivo mp4 (35 min.). Entrevista concedida ao Observatório Internacionalização Descentralizada em Foco.
- MORGENTHAU, H. *Política Entre as Nações*. São Paulo/Brasília: IMESP/UNB, 2003.
- OBINGER, H.; SCHMITT, C.; STARKE, P. Policy diffusion and policy transfer in comparative welfare state research. *Social Policy & Administration*, v. 47, n. 1, p. 111-129, 2013.
- OIT. *Cooperação Sul-Sul: Colômbia, Mali e Moçambique conhecem o algodão sustentável da Paraíba*. Brasília: Organização Internacional do Trabalho, 2019. Disponível em: https://www.ilo.org/brasilia/noticias/WCMS_717400/lang--pt/index.htm>. Acesso em 25 ago. 2021.
- PEREIRA, J. M. M. As ideias do poder e o poder das ideias: o Banco Mundial como ator político-intelectual. *Revista Brasileira de Educação*, v. 19, n. 56, 2014.
- PONTES, B. M. L. M. *Políticas que se difundem, ideias que se propagam: um estudo sobre os mecanismos de difusão de políticas públicas para o caso do RN Sustentável/Governo Cidadão*. 2018. 106f. Dissertação (Mestrado em Estudos Urbanos e Regionais) - Centro de Ciências Humanas, Letras e Artes, Universidade Federal do Rio Grande do Norte, Natal, 2018.
- PORTO DE OLIVEIRA, O.; SARAIVA, C.; SAKAI, R. *Difusão de políticas e cooperação para o desenvolvimento: elementos norteadores para a implementação de projetos de transferência de políticas públicas por meio da cooperação internacional*. São José do Rio Preto, SP: Balão Editorial, 2020.
- PORTO DE OLIVEIRA, O.; FARIA, C. A. P. de. *Transferência, Difusão e Circulação de Políticas Públicas: Tradições Analíticas e o Estado Da Disciplina No Brasil*. *Novos Estudos CEBRAP*, v. 36, n. 1, p. 12-32, 2017.

- RN SUSTENTÁVEL. Manual Operativo. 2017. Disponível em: <http://www.rnsustentavel.rn.gov.br>
Acesso em: 24 setembro 2021.
- ROSE, R. What is lesson-drawing? *Journal of Public Policy*, v. 11, n. 1, p. 3-30, 1991. Disponível em: <https://doi.org/10.1017/S0143814X00004918>. Acesso em 27 de setembro de 2021.
- SECCHI, L. Políticas públicas: conceitos, esquemas de análise, casos práticos. 2. ed. São Paulo: Cengage learning, 2014.
- SISAR. A gente faz o Ceará melhor. Fortaleza: Sisar, 2021. Disponível em: <http://www.sisar.org.br/institucional/#como-funciona;>. Acesso em 25 jul. 2021.
- STONE, D. Global public policy, transnational policy communities, and their networks. *The Policy Studies Journal*, v. 36, n. 1, p. 19-38, 2008.
- UNICEF. Advancing the SDG agenda through South-South Cooperation. Addis Ababa: Unicef, 2018.
- TOWNS, A. Norms and Social Hierarchies: understanding international policy diffusion “from below”, *International Organization* 66: 179-209, 2012.
- VINUTO, J. A amostragem em bola de neve na pesquisa qualitativa: um debate em aberto. *Temáticas*, Campinas, v. 22, n. 44, p. 203-220, 2014. Disponível em: <https://econtents.bc.unicamp.br/inpec/index.php/tematicas/article/view/10977;>. Acesso em: 06 de outubro de 2021

Declarations

Funding: Federal University of Paraíba for the financial support through edict 03/2020 –Productivity in Research PROPESQ/PRPG/UFPB, code of the research project in SIGAA 13592-2020

Potential competing interests: No potential competing interests to declare.