When Luiz Inácio Lula da Silva (‘Lula’) took office as Brazil’s president in January 2023, he initiated a series of measures to reverse the damage that his predecessor, Jair Bolsonaro, had done to Amazonia’s environment and indigenous peoples and to the Brazilian government’s agencies and policies that affect them. Lula faces challenges both from the legacy of Bolsonaro and from contradictions within his own administration. His first acts have potential benefits in inaugurating a new Amazon institutionality to address some of the causes of the region’s environmental and social problems. There has been a notable change in political discourse, but containing damaging trends will also require political changes. The Brazilian government has primary responsibility for containing environmental destruction and must devote the necessary political capital and financial resources to do so. Nevertheless, international assistance and influence will also be needed, including environmental criteria on imports of Brazilian commodities (a key tool for convincing Brazil’s powerful agribusiness sector to support environmental controls).