

DISCIPLINA..... : GNAM MBA WEEK OCTOBER 2023 | Sustainability Expedition: Tapajós  
DEPARTMENT..... : PRODUCTION MANAGEMENT AND OPERATIONS (POI)  
COURSE..... : FGV EAESP  
PROFESSOR..... : Ricardo Baretto and Fernanda Carreira  
TYPE OF COURSE..... : GNAM WEEK

### **IMPORTANT INFORMATION:**

- o 22 vacancies for GNAM MBA students
- o Period: OCTOBER 14 - 19, 2024
- o Cost: BRL 8.000 (ca. USD 1.600 at exchange rate of 5,00 BRL/USD) | covering airfare for a return ticket from Sao Paulo to Santarém (ca. USD 800), one night in Santarém hotel, 4 nights on boat, including breakfast and dinners.  
PLEASE NOTE that participants will still have to pay for their flight from abroad to Sao Paulo as usual in GNAM network weeks.
- o Selection criteria: program priorities; disponible to trip conditions (according to the form that was sent to your GNAM coordinator)

### **OBJECTIVES**

‘Sustainability Expedition: Tapajós’ is a learning experience where students can directly interact with part of the Amazon territory and its local actors, with the whole group and with themselves in order to learn and reflect about: (i) Sustainable Development, as a formal topic; and (ii) Sustainable Development as a key driver to more responsible and contemporary type of leadership and decision-making processes.

Based on that, the discipline objectives are:

- To present and make tangible, through experiential, collective and theoretical learning, questions that permeate the concepts of sustainable development and leadership for sustainability.
- To promote field research and reflection on development models present in the territory visited from the contact and relationship with different realities and social actors (companies, local communities, NGOs, etc.).
- To develop critical thinking that integrates perspectives on the environment, society, economy, politics, ethics and human values to decision making and leadership abilities.

Based on that, we hope that at the end of the discipline students will be able:

- To observe and identify the systemic impacts and influences of decisions / actions of public, private and nongovernmental organizations, as well as individuals, for local and global sustainability.
- To understand and revise sustainable development concepts, connecting them with other disciplines from the field of Business Administration.
- To understand the importance of articulation and dialogue in the search for convergence of interests between the different actors involved in a given context.
- To mobilize and carry out actions to incorporate sustainability into their reflections and practical actions.
- To observe and understand different perspectives of Leadership, conceptualizing what means to lead for sustainability.

## SCHEDULE

On March 05, there will be an online class at 6 pm. Our course officially commences on October 14 in the morning at Congonhas Airport in São Paulo, where we will depart for the state of Pará to embark on our journey through the Tapajós Basin. We anticipate arriving at our hotel in Santarém on Monday afternoon. The return to São Paulo is scheduled for Saturday afternoon, October 19, with an expected arrival at Congonhas Airport (CGH) in São Paulo on Saturday late afternoon/early evening.

The municipalities of the Tapajós Basin in the state of Pará make up a region of natural, social, environmental and cultural heritage of humanity, combining history, tradition, rich and important political issues, which several conflicting interests. It can be said that the region is a representation of so many other Brazilian realities and their complex development scenarios as we can also see in other tropical regions of the planet.

To promote effective sustainable development learning experiences, and therefore business projects and initiatives, we need to consider local realities and perspectives. Along the route of 'SUSTAINABILITY Expedition: TAPAJÓS', we will visit places and talk to people around the Tapajós River that include private organizations, Conservation Units, National Forests, traditional communities, non-governmental organizations and so forth.

The itinerary in Pará is organized in partnership with Ecotoré Social Environmental Services – a local agency that supports and advises companies, government bodies and third sector organizations in initiatives that seeks to build and integrate ethical relations and reconnections between society and nature.



**PLEASE NOTE | FGV EAESP will book the air tickets from Sao Paulo to Santarém for the entire group to assure that we are all on the same flight. These air tickets are covered by the cost that you will have to pay (see introduction).**

- Flight: São Paulo – Santarém | October 14, 2024: Leaving Monday early morning
- Flight: Santarém – São Paulo | October 19, 2024: Arrival Saturday late afternoon / early evening

## REGIONAL BOAT

Most of our trip will take place in a local boat:

- The boat contains all the security structure needed (safe vests, radio, support boat, and experienced crew).
- There is two bathrooms (men and women) on the boat.
- Participants sleep in hammocks.

- All the food is prepared and served on board (participants' food restrictions and allergies are asked previously); non-alcoholic beverages are included in the trip cost.
- Shower and toilet water come from the own river; there is no heating system in the boat, but due to local weather (approximately 30°C/86°F) this is not needed.



### LOCAL COMMUNITIES AND NATIONAL FOREST



The communities visited are part of a Community Based Tourism Project.



### OTHER IMPORTANT INFORMATION

- Yellow Fever vaccine is strongly recommended. But, like Malaria, it is a disease that has not existed for many years in the region.
- Repellents can be brought in, especially for allergy sufferers and those who bother more, but are not treated. In some places, such as Igapós, and at certain times, as in the late afternoon, one or other mosquitos can be found.
- It is not necessary to bring hammocks as they are made available. Mosquito nets are NOT required.
- There is a generator on the boat, but the flashlights can be useful at night, with the generators off.
- For those who have mild sleep problems or are very uncomfortable with noises, we suggest hearing protectors.
- No hypochlorite, tablets, etc., we have mineral water available.
- On food, most days we will have our meals aboard the boat, so menu options are restricted: it mainly includes rice, beans, vegetables and local fish. Feel free to bring your own snacks.
- In very few moments (very seldom) we will have WIFI and cell phone signal. Tell your relatives about it! The boat contains a security structure, a radio, a support boat, etc. So anything that might happen, we will do the procedures and get in touch with them.

**COURSE PROGRAM**

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|   |  |  |  |
| <p><b>GNAM</b><br/> <b>October 14 - 19, 2024</b><br/> <b>Sustainability Expedition: Tapajós</b></p>                          |  |  |  |
| Academic Coordinator   |  | Ricardo Baretto and Fernanda Carreira  |  |
| PROGRAM  |  |  |  |
| Date to be defined   |  |  |  |
| time to be defined   | Online Class   |  |  |
| <b>Monday, October 14</b>  |  |  |  |
| Early morning  | Flight Sao Paulo - Santarem  |  |  |
| Late afternoon   | Arrival at Santarem  |  |  |
|  | Bus to LBA Research base (Large Scale Biosphere-Atmosphere Experiment in Amazonia) |  |  |
|  | Group meeting for general presentation about trip                                  |  |  |
|  | Night at LBA   |  |  |
| <b>Tuesday, October 15</b>   |  |  |  |
|  | Presentations and discussions with LBA researchers                                 |  |  |
|  | Go up the research tower over the forest canopy                                    |  |  |
|  | Bus to Santarém  |  |  |
|  | Boarding on regional boat*   |  |  |
|  | Tapajós, Amazonas and Arapiuns River and group meeting on the boat                 |  |  |
| <b>Wednesday, October 16</b>   |  |  |  |
|  | Visits to Arapiuns River communities   |  |  |
|  | Conversations with local leaders   |  |  |
| <b>Thursday, October 17</b>  |  |  |  |
|  | Visits to Arapiuns River communities   |  |  |
|  | Conversations with local leaders   |  |  |
|  | Boat to Tapajós river  |  |  |
| <b>Friday, October 18</b>  |  |  |  |
|  | Trekking in the forest   |  |  |
|  | Visits to Tapajós National Forest communities                                      |  |  |
|  | Conversations with local leaders   |  |  |
|  | Working group activities during navigation time to Alter do Chão                   |  |  |
|  | Carimbó cultural experience in Alter do Chão                                       |  |  |
| <b>Saturday, October 19</b>  |  |  |  |
|  | Morning in Alter do Chão   |  |  |
|  | Lunch in Alter do Chão   |  |  |
|  | Flight to Sao Paulo  |  |  |
| <p>* This is a preliminary program. Program changes may apply based on available flights between Sao Paulo and Santarem.</p> |  |  |  |

**EVALUATION**

20% INDIVIDUAL SELF-ASSESSMENT

30% INDIVIDUAL PARTICIPATION: TEACHER ASSESSMENT (Quality of Presence, which involves openness; interaction with the group, environment and local community; listening; participation; collaboration; self-positioning; responsibility; care and attention)

50% INDIVIDUAL FINAL PAPER

## BIBLIOGRAPHY (INITIAL SUGGESTIONS)

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