

SUSTAINABLE LEADERSHIP: THE RAINFOREST PERSPECTIVE

Tapajós Expedition

EAESP FGV (BRAZIL)
JUNE 16TH TO june 21TH, 2025

TRIP GUIDE

Photo: Isabella Santiago

SUSTAINABLE LEADERSHIP: THE RAINFOREST PERSPECTIVE

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**WE INVITE YOU FOR AN EXPERIENTIAL LEARNING JOURNEY FOCUSED
ON DISCOVERING, UNDERSTANDING AND REFLECTING ABOUT THE
FIELD OF SUSTAINABLE LEADERSHIP.**

MUCH OF THE DEMANDS FOR SUSTAINABILITY RESULTS FROM THE SEPARATION
BETWEEN OUR HABITUAL CONSCIOUSNESS/PERSPECTIVE AND THE WORLD
AROUND US. THIS JOURNEY'S MAIN OBJETIVE IS TO ALLOW PARTICIPANTS TO
HAVE DIRECT CONTACT WITH LOCAL REALITIES, PEOPLE, NATURE AND
OURSELVES, IN ORDER TO EXPERIENCE SUSTAINABILITY IN PRACTICE AND
THROUGH DIFFERENT PERSPECTIVES OF GROWTH AND DEVELOPMENT MODELS.

PARTICIPANTS ARE INVITED TO BE ENTIRE PRESENT, WITH OPENED MIND AND
HEART; TO TRUST YOURSELF; TO GO TOGETHER - AND ALSO GO ALONE; TO
FEEL FREE AND RESPONSIBLE; TO CHALLENGE YOURSELF; TO LOVE QUESTIONS
MORE THAN ANSWERS; TO COUNT ON THE SUPPORT NETWORK THAT IS
FORMING FROM NOW ON.

THE JOURNEY WILL BE WHATEVER EACH ONE OF US CAN MAKE OF IT.

BE WELCOME AND ENJOY!

FGV Center for Sustainability Studies Team



Photo: Isabella Santiago

OUR OBJECTIVES

SUSTAINABLE LEADERSHIP: THE RAINFOREST PERSPECTIVE IS A LEARNING EXPERIENCE WHERE STUDENTS CAN VIRTUALLY INTERACT WITH LOCAL ACTORS IN THE AMAZAON REGION, SPECIALISTS IN CLIMATE CHANGE, ESG AND LOCAL DEVELOPMENT, 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 research and reflection on development models present in the Amazon territory, 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.



OUR OBJECTIVES

Photo: Isabella Santiago

REGARDING SPECIFIC LEARNING OBJECTIVES, 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 in order to incorporate sustainability into their reflections and practical actions.
- To observe and understand different perspectives of Leadership, conceptualizing what means to lead for sustainability.



OUR DESTINATION

Photo: Isabella Santiago

Our course begins on **June 10th** when we will have an online preparatory class.

On **June 16th** we leave to the state of Pará and begin our journey through the Tapajós Basin. We return to São Paulo on **June 21th** and have final activities to be delivered online through eclass two weeks later.

The itinerary in Pará was 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.

<http://www.ecotore.com.br/oque.html>

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 reveal conflicting interests. It can be said that the region is a representation of so many other Brazilian realities and their complex development scenarios.

To promote effective sustainable development projects and initiatives, we need to consider local realities and perspectives. So, along our route, we will visit places around the Tapajós River, where there are several Conservation Units, National Forests, traditional communities and so forth.



Photo: Isabella Santiago

OUR DESTINATION

TRADITIONAL PEOPLE: Brazil has a considerable ethnic diversity that defies generalization. There are 241 Indigenous ethnic groups speaking over 150 different languages, with a total of nearly 900,000 individuals or 0.47% of the Brazilian population who identify as Indigenous. In addition, 27 different ‘traditional communities’ have also been legally recognized since 2007. The National Policy for the Sustainable Development of Traditional Peoples and Communities (Decree 6040) defines traditional peoples as:

“culturally differentiated groups which recognize themselves as such, have their own forms of social organization, which occupy and use territories and natural resources as a condition for their cultural, social, religious, ancestral and economic reproduction, using knowledge, innovations and practices generated and transmitted by tradition” (Decree 6040/2007: Article 3)

GLOSSARY

- **UCs:** Conservation units
- **FLONA:** National Forest (category of Sustainable Use Conservation Unit)
- **ICMbio:** Chico Mendes Institute for Biodiversity Conservation. It is an autarchy linked to the Ministry of the Environment. SNUC’s actions involve implement, manage, protect and monitor the conservations units instituted by the Union.
- **FUNAI:** National Indian Foundation. Official indigenous organ of the Brazilian State, linked to the Ministry of Justice.
- **RESEX:** Extractive Reserve (category of Sustainable Use Conservation Unit)
- **Igarapé:** word of Tupi origin: yaara (canoe) +apé (path). It literally means "canoe path". Igarapés are water courses made up of a long river or canal. They are characterized by the low depth and by running almost inside the forest.
- **Igapó:** type of vegetation characteristic of the Amazonian forest. It is situated in low lands, near rivers that are frequently flooded.

More information:

- SNUC: http://www.mma.gov.br/estruturas/240/_publicacao/240_publicacao05072011052536.pdf
- LBA: <http://lba2.inpa.gov.br/index.php/lba-apresentacao.html>
- FLONA Tapajós: <http://www.icmbio.gov.br/flonatapajos/>
- RESEX Tapajós-Arapiuns: <https://www.xapuri.info/movimentos-sociais/populacoes-extrativistas/tapajos-arapiun-resex/>

BRASIL MAP



More information:

- Large-Scale Projects in the Amazon - Lessons Learned and Guidelines
<http://gvces.com.br/large-scale-projects-in-the-amazon-lessons-learned-and-guidelines?locale=en>

LOCAL MAP





ITINERARY

São Paulo

FGV ADDRESS

Rua Itapeva 432 - São Paulo
Center for Sustainability Studies - 11th floor
(55 11) 3799-3503

Preparation (online) Class

June 10th . 6pm to 7:30 pm

<https://fgv-br.zoom.us/my/fecarreira>



Arrival at São Paulo

June 15th

Flight Information

June 16th



Tapajós Trip

June 16th to June 21th

Details on the next pages

Return flight at São Paulo

June 16th



Final works to 29th June



RECOMMENDATIONS In São Paulo

Hotels In São Paulo near FGV EAESP

The Universe Flat

Road Pamplona, 83 - Bairro Bela Vista - São Paulo - SP

Phone: +55 11 3298 6600

Webpage: <http://www.intercityhoteis.com.br/en/hoteis/hotel-the-universe/>

Paulista Wall Street

Road Itapeva, 636 – Bela Vista – São Paulo – SP

Phone: +55 11 3141-3000

Webpage: <http://www.wallstreet.com.br/>

Ibis Budget São Paulo Paulista

Road Consolação, 2303, 0 - Consolação - São Paulo - SP Phone: +55 11 3123-7755

Webpage: <http://www.accorhotels.com/gb/hotel-5323-ibis-budget-sao-paulopaulista/index.shtml>

Ibis São Paulo Paulista

Avenue Paulista, 2355 - Bairro Bela Vista - São Paulo - SP

Phone: +55 11 3523-3000

Webpage: <http://www.accorhotels.com/gb/hotel-3735-ibis-sao-paulo-paulista/index.shtml>

Blue Tree Premium Paulista

Rua Peixoto Gomide, 707 - Jardim Paulista - São Paulo - SP

Phone: +55 11 3147-7000

Webpage: <http://www.bluetree.com.br/hotel/blue-tree-premium-paulista/?idioma=us>

Restaurants in São Paulo near FGV EAESP

Fogo de Chão (Brazilian Barbecue)

R. Augusta, 2077

Bovinu's Fast Grill (Brazilian Barbecue)

Av. Paulista, 735

Monte Verde Cantina (Italian cuisine)

R. Pamplona, 335 - Bela Vista

Athenas Restaurante (Brazilian cuisine)

R. Augusta, 1449 - Consolação

Spot (Brazilian contemporary cuisine)

Alameda Min. Rocha Azevedo, 72 - Bela Vista

Ça-Va (French cuisine)

R. Carlos Comenale, 277 - Bela Vista

A Baianeira – MASP (Brazilian cuisine)

Av. Paulista, 1578 - Bela Vista

Balaio IMS (Brazilian cuisine)

Av. Paulista, 2424 - Bela Vista

Capim Santo (Brazilian cuisine)

Alameda Ministro Rocha Azevedo, 471 - Jardim Paulista

Restaurante Aizomê (Japanese cuisine)

Alameda Fernão Cardim, 39 - Jardim Paulista

MUG.sp (Bakery and brunch) // Zel Café (Coffee Shop)

R. Pamplona, 145 - Jardim Paulista



RECOMMENDATIONS

In São Paulo

Things to do and places to see

Cultural

MASP (art museum of Sao Paulo)

Av. Paulista, 1578 - Bela Vista

Soccer Museum

Estádio do Pacaembu - Praça Charles Miler

Pinacoteca de São Paulo

Praça da Luz, 2 – Luz

Mercado Municipal

R. Cantareira, 306 – Centro

Sé Catholic Cathedral and downtown historic neighborhood

Praça da Sé - Sé

Latin America Memorial

Av. Mário de Andrade, 664 - Barra Funda

Ibirapuera Park

Av. Pedro Álvares Cabral

SESC Paulista

Av. Paulista, 119 - Bela Vista

Instituto Moreira Salles

Av. Paulista, 2424 - Bela Vista

Ipiranga Museum

Parque da Independência - Ipiranga

São Paulo's Theatro Municipal

Praça Ramos De Azevedo, s/n

Museum of Contemporary Art

Av. Pedro Álvares Cabral, 1301 - Ibirapuera

Shopping

Pátio Paulista Mall

R. Treze de Maio, 1947 - Bela Vista

Shopping Cidade São Paulo

Av. Paulista, 1230 - Bela Vista

Oscar Freire Str. (luxury international brands and Havaianas mega store)

Handycraft

Pça. Benedito Calixto or Pça. da Republica

Nightlife

Vila Madalena neighborhood:

Bar Astor

Olívio Bar

High Line Bar

Pracinha do Seu Justino

Pinheiros neighborhood:

Bar Botânico

Bar Alto

Augusta neighborhood:

Blue Note São Paulo

Skye Bar

Riviera Bar

Downtown historic neighborhood

Bar dos Arcos

Terraço Itália

Bar da Dona Onça

Caracol Bar

Orfeu



Photo: Isabella Santiago

ITINERARY

Tapajós

DAY 1

June 16th

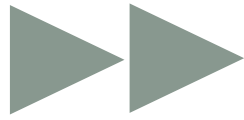


SANTARÉM / BELTERRA

- Flight São Paulo - Santarém
- Arrival at Santarém
- Bus trip to Belterra
- Visit to historic sites and museum
- Group meeting for general presentation about the trip
- Dinner and overnight at local hostel

DAY 2

June 17th



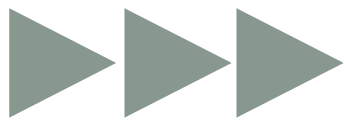
**COOMFLONA/
SANTARÉM / TAPAJÓS
AND ARAPIUNS
RIVERS**

- Visit to timber management initiative of COOMFLONA
- Bus trip to Santarém
- Boarding on regional boat
- Navigation to the Tapajós, Amazonas and Arapiuns River and group meeting on the boat
- Dinner and overnight on board

Obs: during the next 4 days baths will be in the river Tapajós, and the meals and overnights will be on board

DAY 3

June 18th

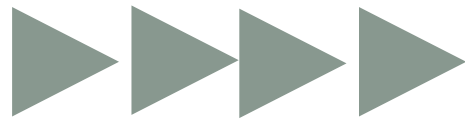


**URUCUREÁ COMMUNITY
AND INDIGENOUS
VILLAGE LAGO DA PRAIA**

- Breakfast on board
- Visit to the Community of Urucureá, along with conversations with the Turiarte's female leaders about their handcraft work
- Visit to Lago da Praia Indigenous Village – COITECOG
- Navigation along the Arapiuns River to Ponta Grande do Arapiuns
- Special dinner (Piracaia) and overnight on board at Ponta Grande do Arapiuns

DAY 4

June 19th

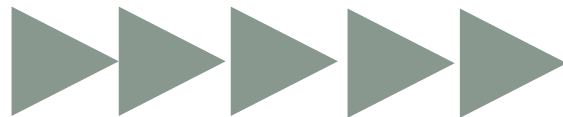


**PONTA GRANDE / COROCA
COMMUNITY / ARAPIUNS
AND TAPAJÓS RIVERS**

- Breakfast on board
- Early morning at the beach Ponta Grande do Arapiuns
- Visit to Coroca Community or a discussion session with leaders, focusing on challenges, threats, and economic initiatives related to turtle management, beekeeping, and Tucumã straw crafts
- Boat to Tapajos River
- Lunch on board
- River bath during late afternoon at Ponta do Maguari
- Dinner and overnight on board

DAY 5

June 20th

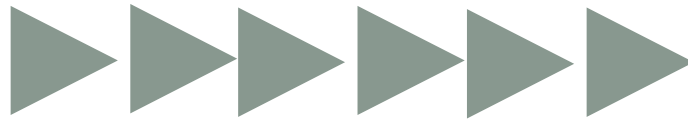


**PIQUIÁ TRAIL (PRIMARY
FOREST) / JAMARAQUÁ
COMMUNITY (FLONA
TAPAJÓS)**

- Breakfast on board
- Piquiá Trail to meet the centennial trees of the Jamaraquá Primary Forest
- Visit to the Community of Jamaraquá, to the improvement of latex products and to the biojewelry store of the women group
- Sailing to Alter do Chão and lunch on board
- Disembarkation and check-in at Hotel Borari
- Carimbó Experience – cultural activity with closing conversations about the trip and farewell
- Dinner and overnight at the hotel

DAY 6

June 21th



AIRPORT

- Breakfast at the hotel
- Free morning in Alter do Chão
- Transfer from Alter do Chão to the Santarém Airport at 12pm
- Check in and boarding to the return flight at 2pm

Contacts

FGVCES (CENTER FOR SUSTAINABILITY STUDIES) TEAM

_FGVces Office (55 11) 3799-3503

_Mariana Nicolletti (55 11) 98116-5138

mariana.nicolletti@fgv.br

_Ricardo Barretto (55 11) 99225-2385

ricardo@conecsoma.com.br

LOCAL TEAM

_Marcio Halla

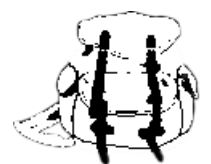
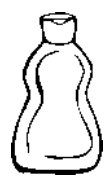
(55 93) 99122-0402

marcio@ecotore.com.br

PACKING CHECK-LIST

Foto: Isabella Santiago

- Preparation is the beginning of the journey. You must put your mindfulness, sensitive listening, and investigative spirit in your backpack! In addition, we suggest items that you can not miss in your luggage:
- Repellent, sunscreen, toiletries (if possible, **biodegradable**)
- Lightweight Backpack (to be carried daily with notebook, snacks, raincoat...)
- It is very important to carry cash (Brazilian Reais R\$) for eventual expenses, handcrafts, optional tours, water. It is very rare to find ATMs and establishments that accept creditcards
- Personal documents
- Notebook
- Medications and mask (personal kit for everyday use, including motion sickness medication)



CHECK-LIST: NATURAL PRODUCTS

We strongly recommend that you use natural products on this trip. Remember that we will spend a large part of the journey on board and bathing will primarily take place in rivers. Therefore, it's important for us to be responsible with the products we use to avoid contaminating the river water. We suggest that you look for products made with natural ingredients and are 100% biodegradable. Without parabens, sulfates, petroleum derivatives, etc., and if possible, vegan, organic, or biodynamic (certified) and cruelty-free

Look for soaps, shampoos, conditioners, hair creams, sunscreens, insect repellents, and deodorants that meet the suggested requirements.

Below is a list of places that sell natural products.

- Online stores:
- <https://bioterracosmeticos.com.br/>
- <https://www.cativanatureza.com.br/>
- <https://www.twooneonetwo.com.br/>
- <https://www.belezanaweb.com.br/weleda/>
- Physical stores
- <https://ecotomorrow.com.br/> (Av. Jabaquara, São Paulo)
- <https://www.misslary.com.br/> (Av. Paulista, São Paulo)



Foto: Arthur Boccia

CHECK-LIST: MEDICINES

- We will **not have medication** on board, as this is a personal choice. We will only have pharmacies in São Paulo, Santarém (first day of travel) and Alter do Chão (last day of travel).
- We suggest that you bring the medications you are used to take in case of:
 - Nausea
 - Stomach and intestinal pain
 - Fever and general pain (head, muscle, throat, etc.)
 - Inflammations
 - Allergies
 - Nasal congestion
 - Medications for continuous use for pre-existing illnesses.
- We also suggest you bring:
 - Dressings such as band-aids, bandages, saline solution
 - Covid mask if you have symptoms

PACKING CHECKLIST

- 2 reusable bottle of water and snacks for everyday;
- Light and comfortable clothes, with light colors (preferably);
- Lightweight trousers and shirts and long sleeves;
- Lightweight jackets + blanket for the night;
- Earplugs, neck pillow
- Swimsuit (bikini, trunks, swimsuit) and 2 towels (bath and beach);
- Waterproof bags for documents and electronics;
- At least two pairs of shoes, in case one pair gets wet (consider one boot or a resistant and comfortable hiking shoe);
- Raincoat or waterproof jacket (very important item!);
- Hat / cap / sunglasses;
- Plastic bag / waterproof compartment for wet clothing;
- Flashlight (a simple one);
- Notebook and materials for taking notes;
- **Tip: do not bring a computer, tablet, and other electronic devices - we will use other types of connections;**
- 2 masks;
- Some clothespins.



Photo: Isabella Santiago

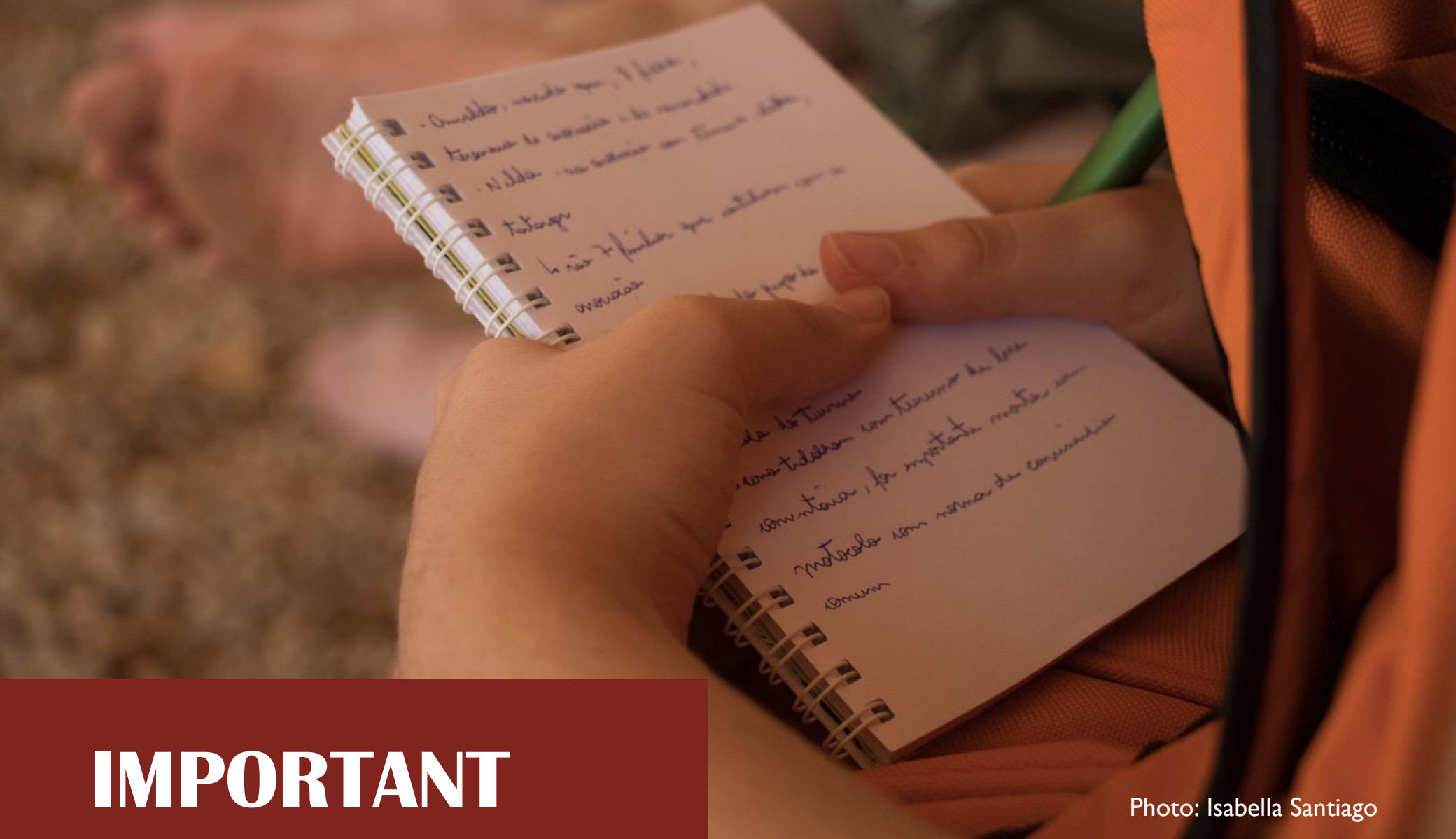


Photo: Isabella Santiago

IMPORTANT INFORMATION

- Yellow Fever vaccine is highly 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.
- Non alcoholic beverages are included. Alcoholics can be purchased on the boat.
- 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.

EAESP FGV TEAM



EAESP FGV
(BRAZIL)



Mariana Nicolletti
FGVces



Ricardo Barretto
FGVces



Julia von Maltzan Pacheco
Associate Dean for Global
Affairs



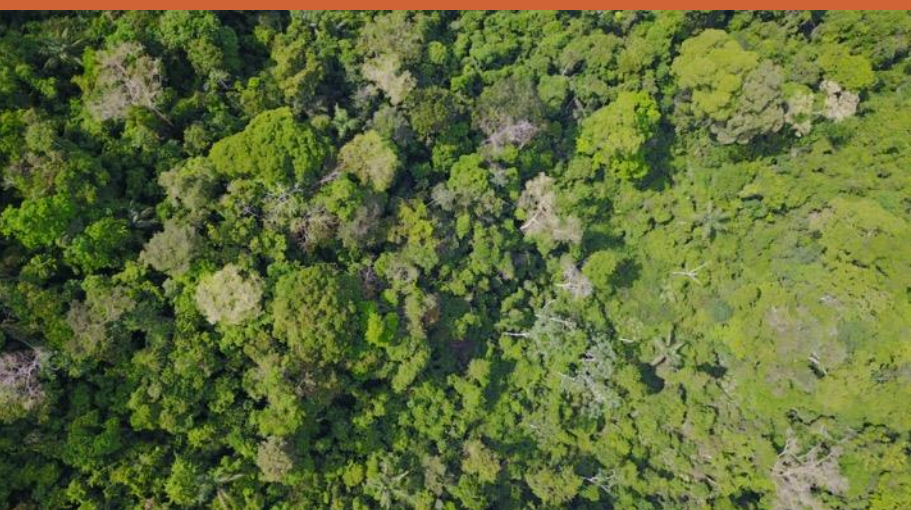
Giovanni Scarpelli
Incoming Exchange
Coordinator



PEOPLE



CULTURE



FLORA




FAUNA

HOW TO BE AN EXPLORER OF THE WORLD

BY KERI SMITH

1. Always be **LOOKING** (notice the ground beneath your feet).
2. Consider everything alive and animate.
3. **EVERYTHING** is interesting. Look closer.
4. Alter your course often.
5. **OBSERVE** for long durations (and short ones).
6. Notice the stories going on around you.
7. Notice **PATTERNS**. Make **CONNECTIONS**.
8. **DOCUMENT** your findings (field notes) in a variety of ways.
9. Incorporate indeterminacy.
10. Observe movement.
11. Create a **DIALOGUE** with your environment. Talk to it.
12. Trace things back to their **ORIGINS**.
13. Use all of the senses in your investigations.



INFORMACIONAL PROFILES

Foto: Isabella Santiago

Instagram and Twitter profiles to stay informed about the Amazon

Amazônia Real

@amazoniareal (<https://www.instagram.com/amazoniareal/?hl=pt>)

Sumauma Jornalismo

@sumaumajornalismo (<https://www.instagram.com/sumaumajornalismo/?hl=pt>)

Casa Ninja Amazônia

@casaninjaamazonia (<https://www.instagram.com/casaninjaamazonia/?hl=pt>)

IPAM Amazônia

@ipam_amazonia (https://www.instagram.com/ipam_amazonia/?hl=pt)

Concertação Amazônia

@concertacaoamazonia (<https://www.instagram.com/concertacaoamazonia/?hl=pt>)

Observatório do Clima

@observatoriodoclima (<https://www.instagram.com/observatoriodoclima/?hl=pt>)

I D E S A M

@idesam (<https://www.instagram.com/idesam/?hl=pt>)

Info Amazônia

@infoamazonia (<https://www.instagram.com/infoamazonia/?hl=pt>)

Movimento Tapajós Vivo

@tapajosvivo (<https://www.instagram.com/tapajosvivo/?hl=pt>)

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COURSE INFO

Photo: Isabella Santiago



PRE WORK

FOR OUR PREPARATORY ONLINE CLASS, PLEASE:

1. Choose an image that best represents **what comes to mind when I think of Amazon Rainforest**. You will use this image in yourself presentation in our online class on **March 4th**. Please **UPLOAD** your image in the designated dropbox at eclass.
2. Write one-two paragraphs of what is leadership to you or what it means to be a leader. Please **UPLOAD** your answer in the designated dropbox at eclass.
3. Watch the video class posted at eclass (file Preparatory online class) *On Paradigms and Systemic Alternatives* by prof. Felipe Bismarchi.
4. Finally, please watch at least 3 of the videos bellow, if not possible to watch them all (they are very short):

Degrowth - <https://youtu.be/SF9SLL8MmWg>

The Rights of Mother Earth - <https://youtu.be/lBEztrQZcRU>

Ecofemism - <https://youtu.be/DvImBCFf8OY>

Deglobalization - <https://youtu.be/FPgXKW-LsOw>

Commons - <https://youtu.be/bkp2S5OkukE>

Vivir bien - <https://youtu.be/qXkcaPQdn6I>

DEADLINE: June 8th 2025

ECLASS

By now, you should all have received your login and password to access our eclass. This is very important because all the assignments and materials are there.

To access eclass, by google: <https://eclass.fgv.br>

If you received a message with a code : C??????? use this code to login and create a new password to our e-class system.

Your first password is your date of birth (at format: ddmmyyyy)

Any doubts, please contact Giovanni.scarpelli@fgv.br



Photo: Isabella Santiago



EVALUATION

THE EVALUATION WILL BE DONE SHORTLY AFTER THE IMMERSION WEEK, AND IT HAS TO BE UPLOADED AT ECLASS.

DEADLINE: June 29th 2025

EVALUATION PARTS:

20%

INDIVIDUAL SELF-ASSESSMENT

Word document, up to 2 pages including your self-assessment.

Instructions will be at eclass.

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

Word document, up to 4 pages.

Instructions will be at eclass.

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SEE YOU SOON!

Photo: Isabella Santiago

FGV EAESP
CENTRO DE ESTUDOS
EM SUSTENTABILIDADE