



# THE ANCESTRAL FUTURE OF MARKETING

an academic experience in the Amazon Rainforest



ESPM

# \_academic travel module

## what

- discipline abroad
- each year in a different country and with a different theme

## previous editions

### **2022 | Global and Local Brands**

Munique e Zagreb

### **2020 | Consumer Behavior & Luxury Marketing**

Paris, Estrasburgo e Milão

### **2019 | Consumer Journey & Made in Italy**

Macerata, Parma, Bolonha e Florença

### **2018 | Big Data**

Strasbourg, Luxemburgo, Paris e Londres

### **2017 | Consumer Genealogy**

Strasbourg, Kehl, Luxemburgo, Versalhes, Paris

### **2016 | Macroeconomics & Consumer Behavior**

Strasbourg, Heidelberg, Mannheim e Paris

1st national experience

# AMAZON RAINFOREST

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An aerial photograph of a tropical riverbank. The river is a vibrant blue, winding through a dense, lush green forest. On the right bank, a small village with several buildings, some with red roofs, is nestled among the trees. The sky is a soft, hazy blue, suggesting a clear day. The overall scene is peaceful and scenic, highlighting the natural beauty of the region.

# THE ANCESTRAL FUTURE OF MARKETING

jan 25 – fev 04, 2024

Belém / Manaus / Tumbira

**ESPM**

# PRESENTATION

**The constant questioning of reality is one of the fundamental premises of scientific knowledge.** Contemporary marketing is a technical and scientific discipline that has evolved over more than 200 years, characterized by European and American influences, **primarily produced by white men.** It carries with it the inequalities and prejudices from the history of colonized countries, such as Brazil.

From a **decolonial perspective**, the academic travel experience of MPCC proposes a symmetrical dialogue between traditional and scientific knowledge, challenging the conventional way of viewing marketing. What were the historical narratives and knowledge systems that have been silenced? How can we access our ancestral heritage and reduce our ignorance?

These are the questions that guide our **urban and forest journey** in the Amazon, a living repository of ancestral knowledge and a central territory for the future of humanity. Traveling through **Belém, Manaus**, and the **Tumbira Riverside Community**, in direct contact with bio-businesses and innovative initiatives, we explore the forest, its knowledge, and the daily life of the river communities.

Ultimately, it's about experiencing the Amazon through a reflective process that inspires, transforms, and humanizes. This is the invitation we extend to researchers interested in **shaping new futures for science and marketing.**



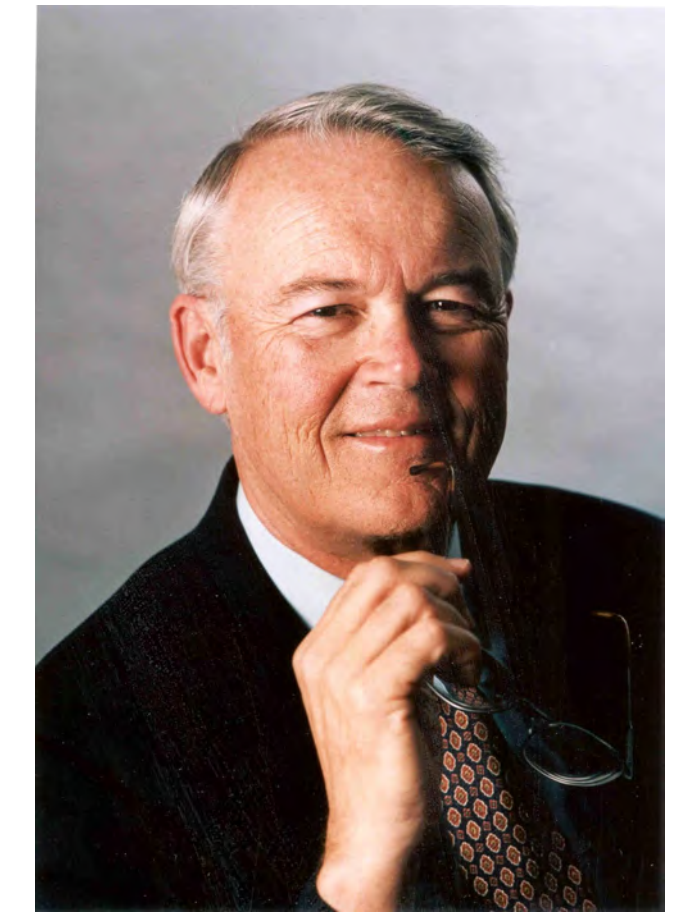
most of the academy  
is well familiar with  
these names...



@Kotler



@Keller



@Aacker



@Krenak



@Chimamanda



@Nego Bispo


...WHILE HAVING NO  
IDEA WHO THESE  
ONES ARE

ESPM



# THE ANCESTRAL FUTURE OF MARKETING

(re)thinking consumption from a decolonial perspective

 jan 25 - fev 04, 2024

 Belém / Manaus / Tumbira

 Bruno Andreoni, Ciça Costa, Luciana Florêncio,  
Luis Guilherme Matias e Ricardo Zagallo

"Immersive experience in the Amazon Rainforest, alternating academic discussions on consumption, decolonialism, and sustainability with experiences in the community and nature, including tours, cuisine, and craftsmanship."

Krenak, A. (2022). Futuro Ancestral. São Paulo: Cia. Das Letras.

Costa, C., Andreoni, B. Artesanal, um jeito de Ser e Celebrar a Vida! por Revolução Artesanal.  
<https://revolucaoartesanal.com.br/2022/12/12/artesanal-um-jeito-de-ser-e-celebrar-a-vida/>

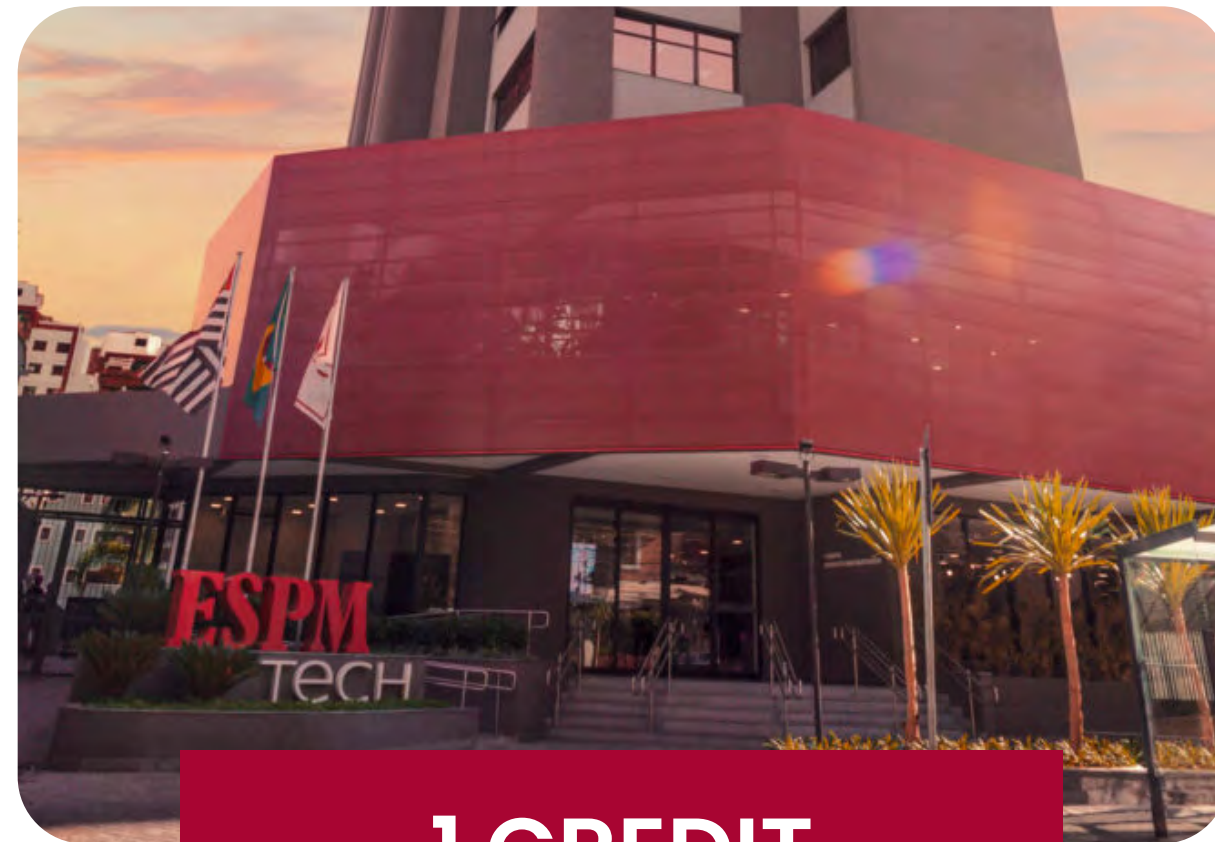
Sennett, R. (2006). A cultura do novo capitalismo. Rio de Janeiro: Record e C. De Souza-Silva, J., Davel, E. (2007). Da ação à colaboração reflexiva em comunidades de prática. Rev. adm. empres., São Paulo, 47(3), 1-13





# ACADEMIC EXPERIENCE

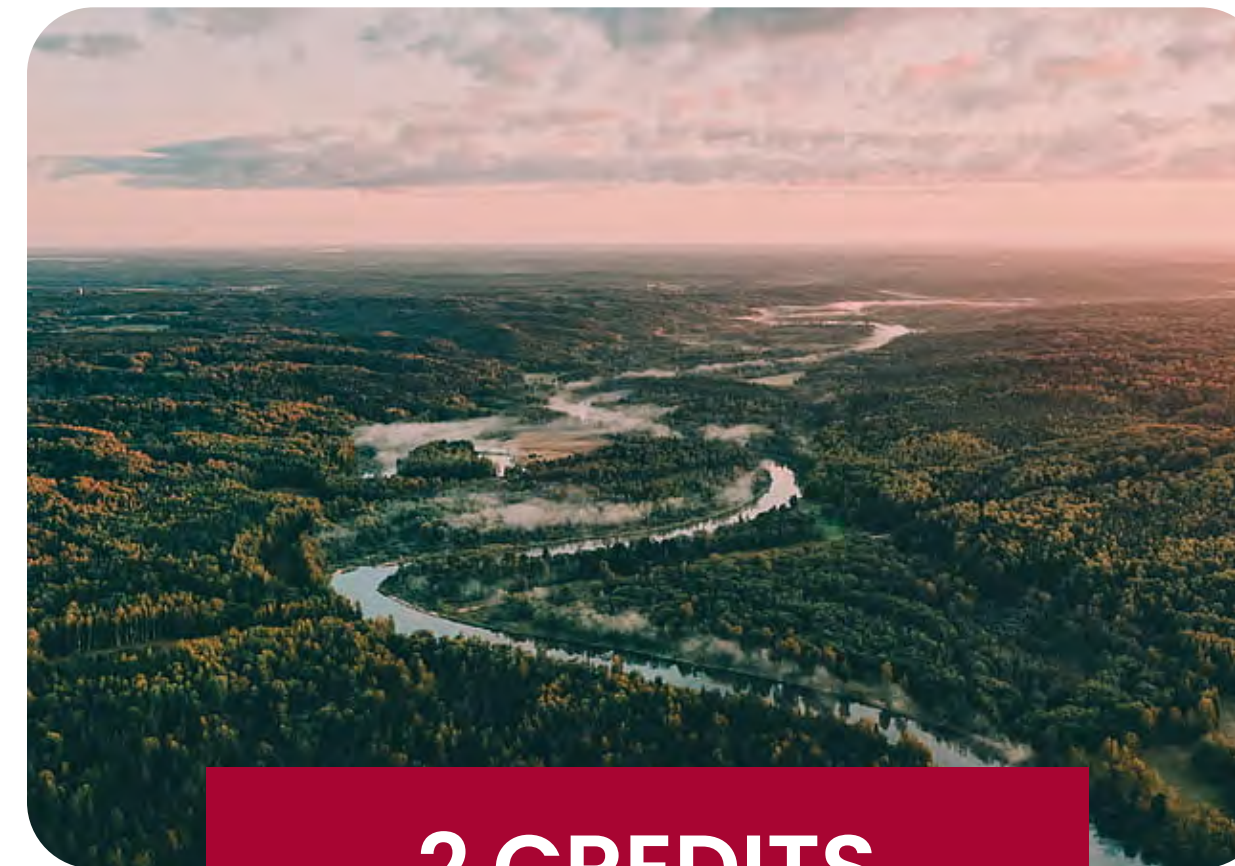
The trip is part of a decolonial initiative worth a total of 5 credits.



**1 CREDIT**

## **CLASSROOM**

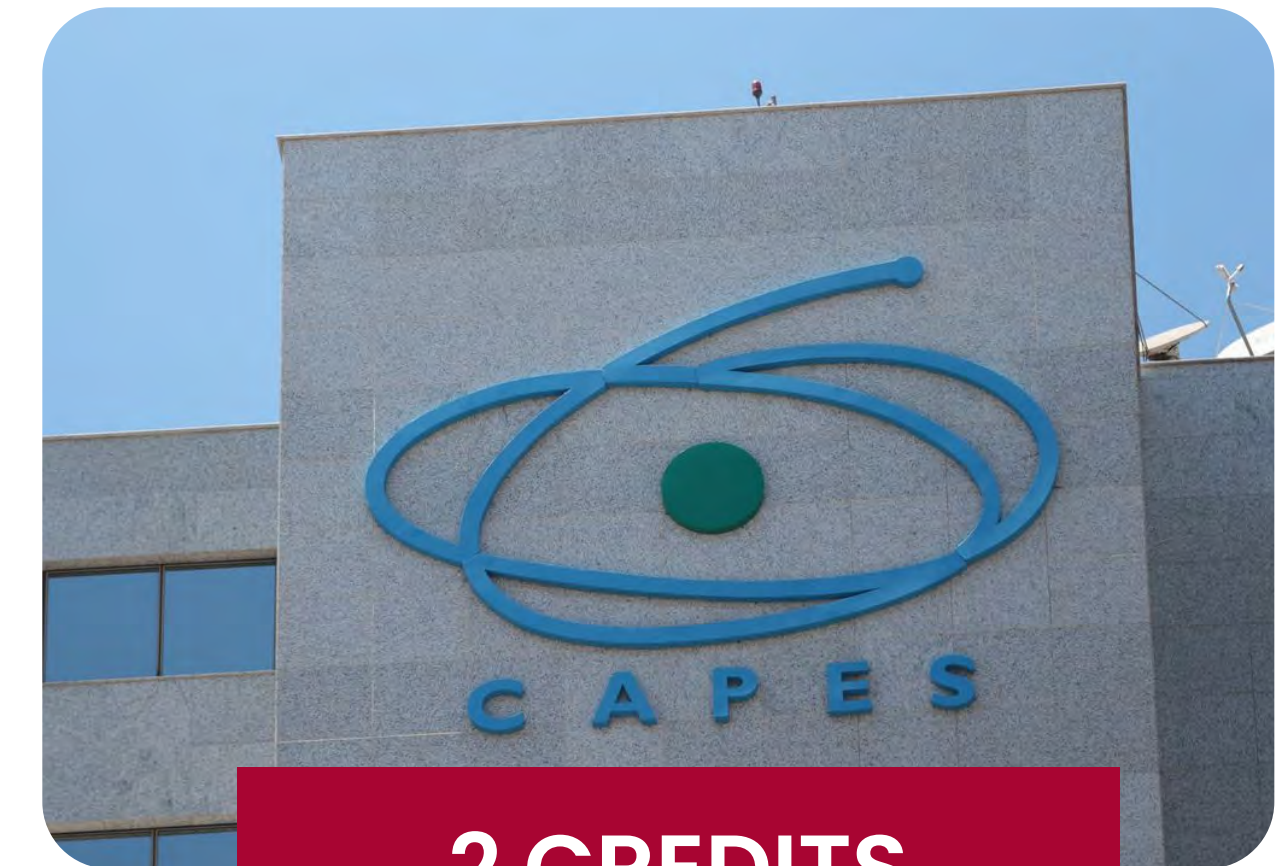
The elective course "Innovation through Ancestral Knowledge" will consist of 4 sessions to discuss how the knowledge of indigenous peoples can contribute to business innovation and futures.



**2 CREDITS**

## **TRIP**

The trip "The Ancestral Future of Marketing" is the central part of the academic experience, providing various experiences as the first national module in the Amazon Rainforest.



**2 CREDITS**

## **PTT**

As a culmination of the trip, participants are encouraged to develop a Technical and Technological Production that engages with the themes experienced during the journey.



# ITINERARY

## BELÉM

**25/jan** – Arrival in Belém and dinner at the Remanso restaurant. Travel itinerary and guidance on the use of the field notebook;

**26/jan** – Daughter of Combu: Technical visit and coffee at the fantastic chocolate factory. Cocoa production chain/ Product development, branding, and packaging;

**26/jan** – Casa Preta: Roundtable discussion on the Plantaformas movement. Data ecosystem and civic imagination/ Digital marketing and environmental racism;

**27/jan** – Iacitatá Institute, Cultural Point for Food: Lunch and discussion circle. Consumption, dietary habits, and agroecology/ Traditional food culture;





# ITINERARY

## MANAUS

**28/jan** – Biatüwi House of Indigenous Food: Lunch and discussion circle. Anthropology of consumption and dietary habits/ Traditional food culture;

**28/jan** – Parque das Tribos: Discussion circle on fashion and business. Decolonial narratives/ Indigenous fashion and ancestral-based businesses;

**29/jan** – Museum of the Amazon (MUSA): Technical visit and discussion circle on consumption. Ancestral and contemporary lifestyles/ Traditional logic vs. current challenges;

**29/jan** – Nilton Lins University and Amazon Biobusiness Center: Dialogue and technical visit. Research, innovation, and biobusiness/ Biodiversity and biotechnology (Bionorte Network);





# ITINERARY

## TUMBIRA

**30/jan** - Tumbira Community: Arrival, accommodation, tour, and welcome dinner. River bathing, Piquiá Trail, and paddling/ Regional history: from timber to tourism;

**31/jan** - Cores da Floresta Laboratory: Immersion in artisanal craftsmanship and encounter with the forest. Angelim Trail;

**31/jan** - Sueing Workshop with Neide Garrido: Immersion in artisanal craftsmanship and ancestral knowledge. Workshop with a natural fiber artisan and researcher/ Material culture, production, and consumption.

**1/fev** - Cores da Floresta Laboratory: Immersion in artisanal craftsmanship. Workshop on where colors originate (vegetal dyeing)/ Material culture and lifestyle;

**1/fev** - Discussion circle on lessons for professional and scientific practice, with ideation of possible Technical and Technological Productions (PTTs) to be developed. Nighttime boat ride on the river;





# ITINERARY

## TUMBIRA

**2/fev** - Traces of business actions: Walk, mapping, and discussion circle. Civic imagination and the civic role of companies;

**2/fev** - Anavilhanas National Park: Navigate, explore, and contemplate nature. Discussion circle on lessons for professional and scientific practice, with ideation of Technical and Technological Productions (PTTs) to be developed;

**3/fev** - Closing circle at the base of the Samaúma tree: Reflecting on the experience and takeaways from Tumbira. Assessment of the journey and potential Technical and Technological Productions (PTTs)/ Innovation in production, consumption, and business.

**3/fev** - Free time and farewell Luau”;

**4/fev** - Farewell breakfast and return to Manaus/ São Paulo. Conclusion and sharing of field notebooks.





# INCLUDES

## **BELÉM: 25 – 27 JAN**

- :: 2 nights – Ibis Styles Hotel, in the center of Belém in double rooms
- :: Transportation by van for the visitations

## **MANAUS: 27 – 30 JAN**

- :: 3 nights – Casa dos Frades Hotel, in the historic center of Manaus in double rooms
- :: Transportation by van for the visitations

## **COMUNIDADE TUMBIRA: 30 JAN – 04 FEV**

- :: 5 nights – Pousada do Garrido
- :: Round-trip transportation by private boat
- :: Full board (3 meals)
- :: Workshops on manual and artisanal craftsmanship
- :: Forest excursions and experiences
- :: Facilitation and mediation of the process, workshops, and academic discussions



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# PRICE

in full for

**R\$ 7.370,00**

or R\$ 2.585,00 in up to 3 installments with no interest.

Payment via Pix, credit card, or bank slip.

Registrations until November 15, 2023.

**Nota:** Airfare is not included. The current reference cost for all 3 flights is R\$2,300.00. A recommended insurance of R\$91.18 is also available.

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spots

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