

# **Center for Amazon Community Ecology**

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## **Marketing Internships**

### **Background**

One way the Center plans to fulfill its mission is to sell or facilitate the sale of products that will educate the public about Amazon conservation, support local communities, and help fund the organization. Some products will be handicrafts and other value-added items made by indigenous and other local peoples from sustainably harvested forest products. Handicrafts will include bracelets, necklaces, baskets, musical instruments, traditional native hunting gear, shoulder bags, and fans. Other products may be candles, incense, soap and other items containing aromatic essences of Amazon plants. One marketing idea we are experimenting with is to prepare tags, leaflets and other information that tells the story in words and pictures about the plants, harvesting and processing of the item and how purchase of the item helps the artisan and his or her community.

Another category of product will be ones made in the U.S. with images from the Amazon. These will feature greeting cards, t-shirts and other types of merchandise. We are starting to produce a series of greeting cards with the themes of Amazon People, Amazon Products, and Amazon Ecology. The goal of this enterprise is to pay artisans a fair price for their work, pay the communities where the goods or images originated a meaningful percentage of sales to support local projects, and generate some revenue to support the Center's work. It is envisioned that products will be offered at public presentations and the Center's on-line Amazon Forest Store. Visit this site at: [www.amazonecology.org/Products/AmazonForestStore](http://www.amazonecology.org/Products/AmazonForestStore)

### **Description**

Both undergraduate and graduate students working in the context of a class project or internship may help the Center advance this work. Pending approval by the intern's host institution, each position will be initially offered as a one-credit internship with the possibility for renewal. Individuals or groups of students may undertake one or more tasks to fulfill requirements for a particular course. The opportunity exists for a particularly enterprising student to extend this work into a field project with the Center in the Amazon. Specific potential tasks are:

1. Develop an overall marketing plan for the organization that includes development of a "brand" image to clearly convey the group's vision, programs and integrity. The plan would ideally include ideas and recommendations for ways to develop the group's programs, build public support for the group and its objectives through the media, website, presentations, and sell Amazon related products to support traditional communities and help fund the Center.
2. Prepare a viable business plan for the Center to market one or more of the following types of products: original or adapted native handicrafts, value-added non-timber forest products (such as incense or massage oil), greeting cards, t-shirts, or other products containing educational messages or images from the Amazon. A comprehensive plan would ideally consider the issues of acquisition, sustainability, production, transportation, market demand, marketing and sales strategy, project costs and profitability, and potential sources for financing the start-up of the venture. More narrowly defined study projects could focus on select aspects of marketing and sales of specific

products.

The Center's director Dr. Plowden will be the internship or project supervisor. He will provide interns or project leaders with access to the group's photo, video and written archives and consult extensively with the students to shape the project goals and concrete outputs. This is an opportunity for one or more students to have a learning experience that can make a real difference to rainforest conservation and local peoples. Marketing project participants may also work in cooperation with other interns from the fields of Graphic Arts, Video, Journalism and Public Relations.

## **Qualifications**

People sought for participation in this project are program graduates, advanced junior or senior undergraduates or graduate students in good academic standing with an interest in social and/or environmental concerns. Participants should be very creative and have strong skills in the areas of marketing and sales. Familiarity with Latin American culture, and language skills with Spanish and/or Portuguese would be additional assets.

## **To Apply**

To apply for this internship, please send the following materials to the Center at least one month before you wish to begin the internship: 1) a cover letter describing your qualifications, reasons for wanting to take on a marketing internship or project, and brief description of the type of project you would like to undertake, 2) recent resume, 3) list of relevant courses or degree, 4) contact information for two references, and 5) two or three samples of relevant work. Please send materials by post to Dr. Campbell Plowden, Center for Amazon Community Ecology, 1637 B North Atherton St. #90, State College, PA 16803 or by email to [amazonecology@comcast.net](mailto:amazonecology@comcast.net).