Several fields have questioned the Western development epistemic tradition in research. Among them are post modernism, post feminism, post colonialism, and critical indigenism - emerged in Latin America. From various angles, the referred theories concur by questioning the epistemic norms of scientific knowledge. In the recent decades, a call has been made to think knowledge differently. The reason is that our planet is facing an unprecedented socio-ecological crisis where humans have become the dominant species. This moment in history has been called the Anthropocene. In this context, it is paramount to consider that a single school of thought, Western development thought will not be able to solve modern society’s problems. Socio-ecological change is multidimensional, and to reverse some of its consequences, it is vital to build innovative plural, heterogeneous epistemologies explicitly looking for theoretical dialogues with wisdom coming from diverse cultures that have co-existed and resisted for centuries in different parts of the planet. Our study focuses on Traditional Ecological Knowledge (TEK) as an emergent conceptual alternative to recognise the strengths found in other kinds of knowledge, aside from the universally accepted scientific methods and principles. TEK was developed initially by ethno-ecologists interested on studying traditional/indigenous systems, mainly to identify species and to understand other classification systems. This approach gradually evolved towards making considerations about understanding ecological processes and their relationship with the environment. New studies have been produced with diverse approaches searching to document and recognise TEK as an alternative view of the relationship between people and the environment. Some of the most basic problems that distinguish social research about TEK, is the use of shallow theories or concepts that have scarcely been explored, with research designs that lack solid theoretical and methodological rigour. Our study reflects on examples from Mexico aiming to uncover traditional ecological knowledge’s strengths and advantages – towards more sustainable societies. We highlight evidences from case studies that point that human society should focus on thinking differently about how people build relationships to maintain the necessary wellbeing conditions for present and future generations.