

MANOMA

Demonstrating & Capturing Value of Market and Non-Market Goods

- **What is MANOMA?**

A multi-disciplinary research group based at the CETRAD (Centre for Transdisciplinary Development Studies)

<https://cetrاد.utad.pt/>

- **What are the MANOMA goals?**

- **To identify, delimitate, measure and capture the value of environmental, heritage and ecosystems services (TVHEES).** These goals entail: (a) the broaden of value definition (e.g. for cultural services), (b) to develop and implement economic value-based methods alongside with participatory and deliberative approaches, and (c) to assess and develop integrated and innovative value capture mechanisms of **environmental, heritage and ecosystem services**, aiming at enhancing the sustainability of land-based activities, such as the agriculture, forest, tourism, infrastructure and urbanization, promoting local and regional development, and the poverty alleviation in the poorest regions.

- **The valuation of new or improved market goods and services (VALMARK).** This goal encompasses (a) the development of the valuation methods, namely through the comparison of alternative and complementary ones (e.g. comparing stated preference methods, such as choice modeling with experimental auctions to value electric cars, food safety or a traditional food variety) and (b) gathering knowledge on the consumers' preferences by new products and services delivered by R&D activities of research units, companies, or other organizations, aiming at supporting their innovation strategies.

MANOMA

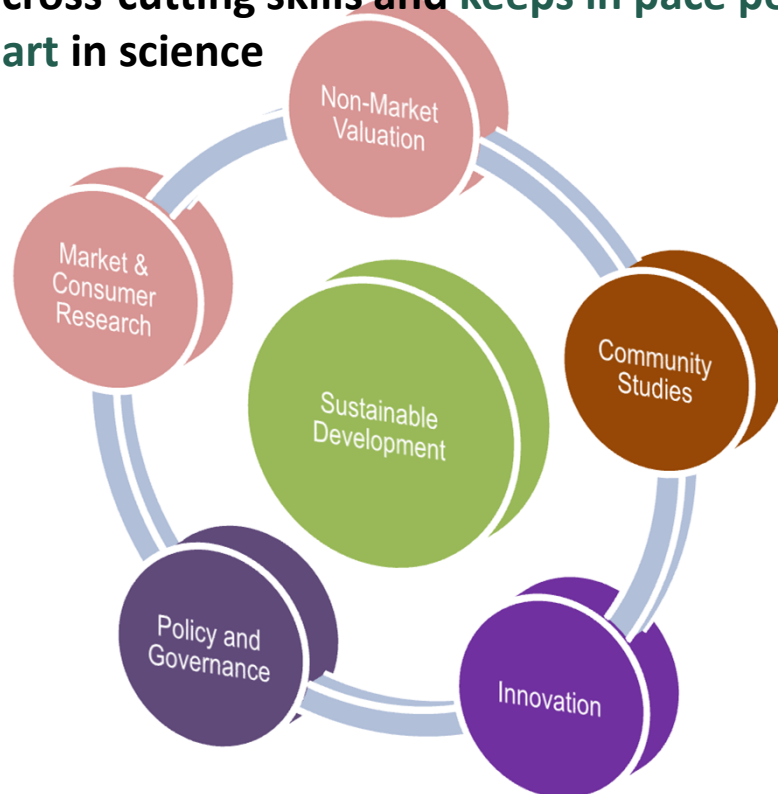
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- What does MANOMA stand for?

The “MA” derives from Market and Consumer Studies, and the “NOMA” part refers to non-market goods and services. Together they form “MANOMA”

- How does MANOMA works?

MANOMA is (a) driven by networking at the national and international levels; (b) Adopts a inter/transdisciplinary and participatory approach; (c) Uses and develops cross-cutting skills and keeps in pace permanently with the fast moving state-of the art in science



- Examples of gains of inter/transdisciplinary and participatory approach?

To adopt the approach of ecosystem services and its links with: (a) community-based development; (b) opportunities for new products and services response to consumers’ latent preferences often using latent resources; and (c) the co-production of knowledge with stakeholders and the co-development of tools to make it usable.

- The MANOMA resources and skills



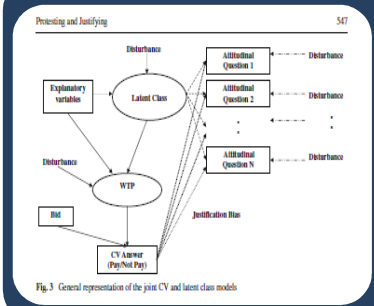
External and complementary internal expertise

- Farming systems, agro-forestry and silvo-pastoral
- Methods for interpretation of spatial data and mapping
- Knowledge and innovation for sustainable innovation and finance
- Green economy and corporate sustainability
- Ecosystem services approach



Strong internal competences complemented with external

- Qualitative and quantitative surveys
- Participatory and deliberative techniques
- Non-market methods (e.g. Travel cost; Contingent Valuation; Choice Modeling)
- Market and consumer research methods (e.g. Conjoint Analysis)



Strong internal skills complemented with external

- Participatory and multi-stakeholder approaches
- Modeling quantitative data
- Multivariate statistical techniques
- Discrete choice models

- **The MANOMA activities**

Projects, consultancy studies, post-graduate teaching, MSc and PhD supervision, advanced short courses, training courses, workshops, books, manuals and other publications

- **Contacts**

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