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Moara Canova has undergraduate in Ecology (2012) and is researching to master's degree by Graduate Program in Ecology and Biodiversity (2014-2016) under the OpenNESS-Cana project, which is one out of 26 case studies of the thematic project OpenNESS: Operationalisation of Natural Capital and Ecosystem Services: from concepts to real world applications, coordinated by the Finnish Environment Institute (SYKE). Both your academic backgrounds are from Universidade Estadual Paulista (UNESP -Rio Claro town, São Paulo state) and your sandwich master degree was carried out at Centre for Ecology and Hydrology in Scotland. Currently, I am working on the Global Ecology field over thematic of Ecosystem Services and Public Policies. The study proposal is to evaluate operationalization mechanisms of such services by means of identification, quantification and valuation into rural context of high agricultural potential - sugarcane production. Onwards these aspects, to suggest and to indicate public policies of Payments for Ecosystem Services, which enable synergies between agricultural economic development and sustainability.