



8. The new ideas are evaluated considering the existing risks and uncertainties.

9. We seek financial resources for technological innovation projects in different places (funding agencies, venture capital, companies, etc.).

10. We use networks researchers, students, companies, suppliers and even competitors to generate and refine new sustainable ideas.

11. We know the reveal and unrevealed needs of our customers.

12. We have a structured process to follow up on new sustainable trends in the market.

13. We have an integrated management with the Technology Transfer Office, Research Laboratories, and the University Boards.

14. The Technology Transfer Office or Research Group/Laboratory has a clear focus on growth through technology transfer.

15. We hold periodic meetings to optimize management failures with the Technology Transfer Office, Research Laboratories, and the University Boards.

16. We have a structured laboratory to develop new sustainable technologies.

17. We make use of tools, equipment and software to research and develop sustainable technologies.

18. We make partnerships for the development of green technologies in other national and international laboratories and universities.

19. We protect by patents system, the green technologies developed within the scope of the university or in university-industry partnership.

20. We have a program/plan for socializing and encourage the patenting of green technologies.

21. We encourage the registration of green technology transfer contracts of different types (Examples: Patent Exploitation, Industrial Design Exploitation, Brand use, Technology Supply, Provision of Technical and Scientific Assistance and Services).

22. We use tools and or methods to value green technologies.

23. We evaluate the economic, social, and technological impact of green products.

24. We evaluated the cost-benefit of the green technologies developed technologies.

25. We prospect possible national and/or international customer in different sources (technological fairs, technical visits, patent database, etc.).

26. We develop a commercialization plan taking into consideration the customer and market characteristics.

27. We establish negotiations of the green technologies always aiming at future partnerships with the parties involved.

28. We evaluate the possible environment impacts in the technologies, as well as the return with its use for the environment.

29. We periodically monitor the green technologies transferred to measure their results and solve possible demands.

30. The green technologies under development and/or transferred bring considerable results and/or replace current technologies that degrade the environment.

31. We evaluate the possible social impacts generate with the insertion of green technology in the market, as well as the returns from its use for people's live in society.

32. We seek to know the consumption pattern and the use of green technologies in the potential market.

33. We have developed a plan to encourage of the green technologies for people in society.