



*Creating Markets, Creating Opportunities*

**Certify  
Green and  
Change Your  
World.**

[www.edgebuildings.com](http://www.edgebuildings.com)

# Outshine the competition with EDGE

Today, it's more important than ever for property developers to differentiate their projects. EDGE certification offers an opportunity for market leaders to meet the demand for green buildings through a metrics-driven approach.

An innovation of IFC, a member of the World Bank Group, EDGE empowers builders to optimize their designs to use less energy, water, and embodied energy in materials.

***“EDGE delivers true value to our product”***

**Manuel García Maas**

Chief Executive Officer,  
Desarrolladora y Constructora  
Metropolitan

EDGE includes a web-based application to help identify the most cost-effective ways to reduce the resource intensity of a building. The streamlined certification process makes it fast and easy to certify a project green.

*The EDGE-certified Adana in Jalisco was developed by Inmobiliaria Castilla.*



# Advantages of certification

Homebuilders, commercial owners, and those who are building to sell can capitalize on the advantages of certification at the design stage before projects have been built. EDGE-certified buildings typically cost less than 2% extra, with the tangible benefits outweighing any initial costs.

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## Home Builders

- ▶ Attract better financing rates for you and your customers
- ▶ Label homes as green
- ▶ Promote resource-efficient savings
- ▶ Earn customer referrals
- ▶ Realize a greater share of the market



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## Commercial Owners

- ▶ Gain multinational tenants
- ▶ Drive profitability
- ▶ Increase occupancy rates
- ▶ Ensure cost control across properties
- ▶ Take a portfolio approach
- ▶ Build brand equity



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## Build To Sell

- ▶ Attract investors
- ▶ Distinguish the quality of properties
- ▶ Complement efficiencies in construction and labor
- ▶ Accelerate turnover
- ▶ Quantify a sustainable brand



# EDGE is a solution for Mexico

We are in the century of the growth of cities, and nowhere is this truer than in Mexico. The footprint of buildings in Mexico is expected to double by 2040. Buildings already account for 55% of the electricity consumption and 25% of the water usage in cities. As the demand for natural resources increases, buildings that consume less will stand out from the overall building supply.

EDGE certification provides a solution: to capitalize on the value of green buildings by promoting the benefits while protecting the environment. With EDGE, it's possible to stay at the forefront of innovation.

## Here's why EDGE is especially important in Mexico

- ▶ Corporate positioning as a first-mover
- ▶ Rich data from more than 70 cities in the EDGE App
- ▶ Completely online certification process
- ▶ Integrity and technical rigor of certifier
- ▶ Association with the IFC brand

CASE STUDY:

# VINTE Adopts EDGE

VINTE, a leading housing developer in Mexico, is certifying its properties with EDGE, lowering utility bills for its home buyers by 20%. By committing to EDGE, VINTE was able to finance the construction of 2,000 housing units through a \$20 million green loan from IFC.



*Real Segovia*

*29% energy savings | 37% water savings | 70% less embodied energy in materials*

*Housing units have reduced window to wall ratio, insulation of the roof, energy-saving lighting in internal spaces and water-saving devices in kitchen and bathrooms, among other green solutions.*

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## VINTE Projects with EDGE

- ▶ 5,072 housing units certified in 5 states
  - ▶ 347,236 square meters certified
  - ▶ 481 housing units achieved EDGE Advanced
  - ▶ Vinte is the first EDGE Champion in Mexico
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# Discover the power of the free EDGE App

The EDGE App is a free cloud-based platform that calculates the cost of going green, utility savings, and environmental impacts. The state-of-the-art engine has a sophisticated set of city-based climate and cost data, consumption patterns, and algorithms for predicting performance results.

Choose green building strategies and the EDGE App will calculate their financial and environmental impacts across energy, water, and embodied energy in materials. The EDGE App is free to use to design a project, with certification available at a modest cost.

Upload compliance documentation directly into the EDGE App, with the entire certification workflow at your fingertips.





## Features include the following:

- ▶ **Bio-climatic modeling** – EDGE is location-specific, with climate and lifestyle data for thousands of cities.
- ▶ **Cost calculator** – EDGE helps you to decide the best green options and estimate the incremental cost.
- ▶ **Streamlined process** – A shorter certification workflow saves you time, with most required documentation already on hand.
- ▶ **Reporting** – EDGE can be used for environmental reporting on carbon emissions.

*“EDGE is the tool that every developer wants to use on their projects.”*

**Mauricio Suárez**  
Chief Executive Officer  
FICADE

Watch “How to Meet the EDGE Standard.”



# EDGE is quickly gaining popularity across Mexico

The following entities in Mexico are among those who are certifying their projects with EDGE, bringing value to the lives of their customers while enhancing their sustainable brands.



Projects that are either registered or certified are growing in cities throughout the country. Here are a few examples:



IMSS Hospital Emergente COVID-19



Zivalam - Grupo Ikon



The Parallel - Finaterra



GRUPAK Corrugado Hidalgo - Industria



Oficinas FINSA Aguascalientes



ELEMENTS - Desarrolladora y Constructora Metropolitana



Universidad del Medio Ambiente



Revolución 757 - FICADE



Villas-del-Fresno - Casas Krea



Real Solare - Vinte



AC Hotel by Marriott Veracruz



KAANA



Fiesta Americana México Satélite

# Determine which level of EDGE is right for your project

EDGE focuses purely on resource efficiency, with three choices for certification. Use the EDGE App to reach at least 20% savings in water and materials, then choose your target for energy savings to match your level of aspiration.



20%

## Level 1 - EDGE Certified

Enter your project in the EDGE App and earn a minimum of 20% savings across the three resource categories, and your project can be certified.

**Requirements** 20% or more savings in energy, water, and embodied energy in materials.

**Timing** At preliminary and final certification stages.

**Renewal** Not required.

**Cost** Registration, auditing, and certification fees.



40%

## Level 2 - EDGE Advanced

Set your project apart even further by earning EDGE Advanced, with recognition reflected on project studies, certificates, award submissions, and more.

**Requirements** EDGE certified with 40% or more on-site energy savings.

**Timing** At preliminary and final certification stages.

**Renewal** Not required.

**Cost** Registration, auditing, and certification fees.



100%

## Level 3 - Zero Carbon

Join the global initiative for new buildings to be zero carbon by 2030 and all buildings to be zero carbon by 2050.

**Requirements** EDGE Advanced with 100% renewable energy on-site or off-site, or purchased carbon offsets to reach 100%. All energy must be accounted for, including diesel and LPG.

**Timing** At least one year after final EDGE certification with 75% occupancy, when operational data must be submitted.

**Renewal** Every four years with 100% renewables and every two years with purchased offsets.

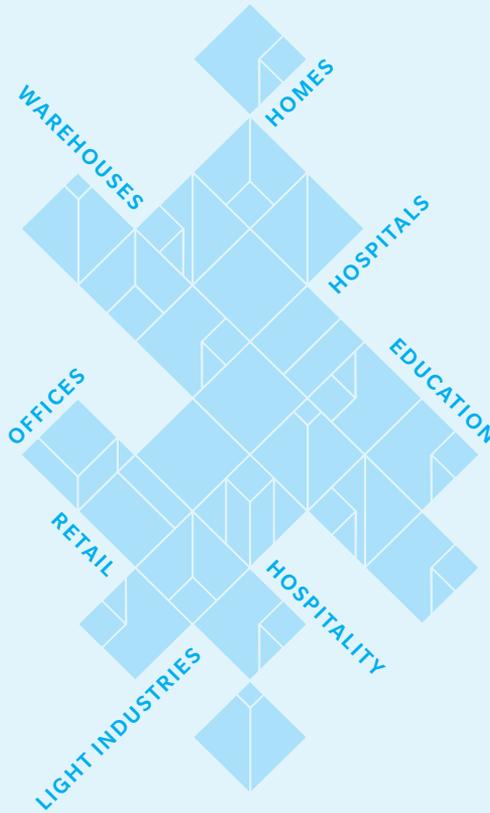
**Cost** \$500 or less at the project level and \$50 or less per housing unit for each renewal period (in addition to registration and certification fees).



Watch "How to Meet the EDGE Standard."

## Building typologies of EDGE

EDGE is available for new and existing buildings in nearly every international market. There's a variety of typologies, which include commercial, residential, and mixed-use projects:



## EDGE Experts provide valuable support

Hire an EDGE Expert to provide additional expertise for a project. EDGE Experts are proficient in compliance requirements and working within the EDGE App environment. While not required to achieve certification for a project, EDGE Experts provide significant value to clients through their skills, insights, and technical know-how. Accredited by IFC, EDGE Experts provide their services internationally.

To develop in-house expertise, it's possible to provide employees with training, which is available online and through livestream.

For more information, visit [www.edgebuildings.com/edge-experts](http://www.edgebuildings.com/edge-experts).

# Start certifying your project with EDGE



## STEP 1: Register

Design your project in the EDGE App and click apply for certification. Your certifier will follow up to confirm certification pricing.



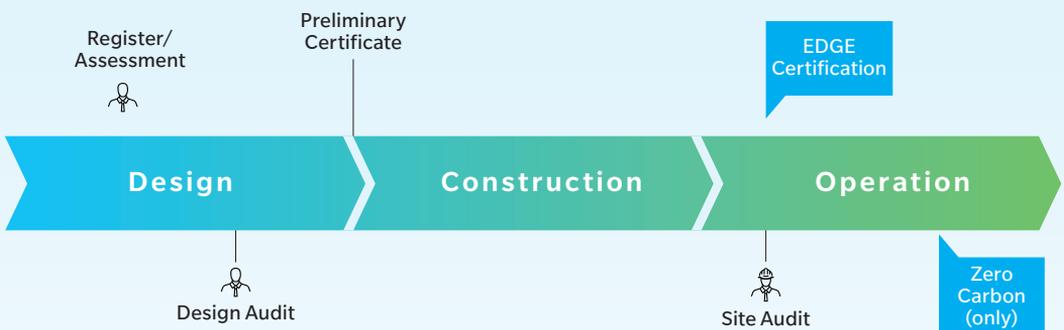
## STEP 2: Certify

Once your project is registered, upload your documentation into the EDGE App. When you're ready, go to your dashboard and initiate the certification workflow.



## STEP 3: Validate

After you've received a preliminary certificate, repeat Step 2 at the post-construction stage, uploading any fresh design changes and documentation to the EDGE App. Each certified project receives a project study on the EDGE website with social media promotion. For tips on how to maximize the value of EDGE, visit [www.edgebuildings.com/marketing-toolkit](http://www.edgebuildings.com/marketing-toolkit).



Watch "How to Certify a Project."

# Projects can be promoted with an EDGE plaque

Demonstrate your commitment to resource efficiency and promote your certified green building with an EDGE Plaque.

EDGE Plaques are available for projects that have achieved final EDGE certification. Plaques can be ordered through a plaque manufacturer of your choosing but must comply with the quality standards as defined in the guidelines.

## Plaques reflect the project's level of certification



*Certified Green*



*EDGE Advanced*



*Zero Carbon*

For more information, visit [www.edgebuildings.com/plaques](http://www.edgebuildings.com/plaques)



# Find out how affordable it is to certify your project

With our premier service providers, the certification process is easy.

Green Business Certification Inc. (GBCI) and Sintali-SGS are the premier providers of EDGE certification services in Mexico.

GBCI is the premier organization independently recognizing excellence in green business industry performance and practice globally through rating systems such as LEED, WELL, GRESB, SITES, PEER and EDGE. More information is available at [www.edge.gbc.org](http://www.edge.gbc.org). To contact GBCI directly, email [edge@gbc.org](mailto:edge@gbc.org).

Sintali and SGS collaborate to deliver the highest quality service for clients around the world by offering a one-stop shop approach for EDGE certification and audit services. More information is available at [www.sintali.com/edge-certification](http://www.sintali.com/edge-certification). To contact Sintali-SGS directly, email [edge@sintali.com](mailto:edge@sintali.com).





## Certification Pricing by GBCI\*

Register all the buildings at your site now for one low fee of \$300.  
Hiring an auditor is required and is in addition to the cost of certification.

<b>Certification</b> <i>by floor area (SQM)</i>	<b>Price</b> <i>per square meter excluding parking</i>	<b>Minimum</b>
0-25,000	\$0.27	\$2,250
25,000 - 50,000	\$0.22	\$6,750
> 50,000	—	\$11,000 Flat Fee

*\*View the contact list of GBCI-trained EDGE Auditors and reach out for a competitive quote at [edge.gbci.org/certification#select](http://edge.gbci.org/certification#select). GBCI can also assign an Auditor for your project if you wish. Contact GBCI for custom pricing if you have multiple buildings or any single building that is over 75,000 square meters.*



## Certification Pricing by Sintali-SGS\*

Register your project with Sintali-SGS for \$300.  
The fees below represent the total cost for a standard project, including travel and auditing services  
Hiring an auditor is required and in addition to the cost of certification.

<b>Project Type</b>	<b>Certification</b>
Residential <i>single-family housing developments or apartment buildings with up to 100 units and up to three house/apartment types.</i>	\$2,400
Commercial <i>buildings with a single-end use, including hotels, retail, offices, and hospitals</i>	\$2,400
Portfolio of buildings or pipeline of building <i>min. 5</i>	<i>We work with you to find efficiencies of scale and reduce the cost per building. Contact us for more information</i>
All other projects	<i>Contact us for pricing</i>

*\*For multi-use buildings, residential buildings with more than 100 units and/or more than three-unit types, or complex projects with multiple buildings or phases, contact Sintali-SGS for custom pricing.*

## EDGE

An innovation of IFC, EDGE creates intersections among developers, building owners, banks, governments, and homeowners to deepen the understanding that everyone wins financially by building green. EDGE was created to respond to the need for a measurable and credible solution to prove the business case for building green and unlock financial investment. EDGE is supported by a global network of certification providers and EDGE Experts with the collective ambition to mainstream green buildings and help tackle climate change.

[www.edgebuildings.com](http://www.edgebuildings.com)

## IFC

IFC is a member of the World Bank Group that focuses on private sector development. Working with partners in more than 100 emerging markets, IFC invests, advises, and mobilizes resources from others, creating opportunity for clients in a broad range of industries. Standing between the public and private sectors, IFC brings market-based solutions to respond to the challenge of creating low-carbon economic growth.

## PARTNER SUPPORT

EDGE is funded by the UK Government.



*Additional support has been provided by Austria, Canada, Denmark, ESMAP, EU, GEF, Hungary, Japan, and SECO.*



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