



# GREEN BUILDINGS MARKET INTELLIGENCE JORDAN COUNTRY PROFILE



*Creating Markets, Creating Opportunities*

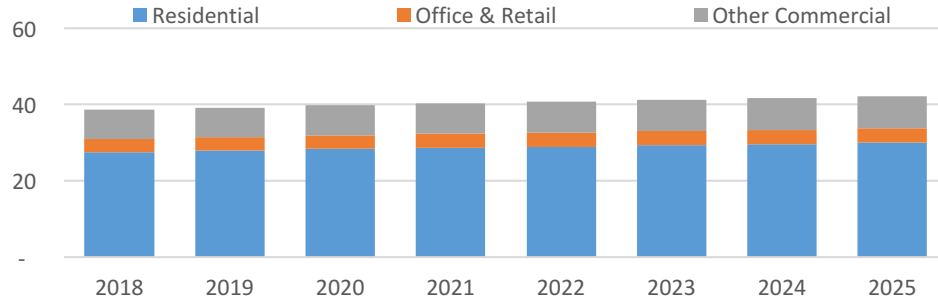
# JORDAN: COUNTRY SUMMARY



## MARKET GROWTH



Building Stock (million m2)



Market through 2020	Total market	Green market
Commercial	USD 1.5 B	Nascent
Residential	USD 3.3 B	Nascent
Residential units	50,000	Nascent



## OTHER FACTORS

- Government to boost Jordan real estate market, especially for small residential units.
- There are high willingness to adopt green approaches for buildings' design and construction in the higher firm's rank.



## GREEN BUILDING PROGRAMS

- Jordan Green Building Council (Jordan GBC) is established member of WGBC.
- 23 registered green projects (as of Oct 2015).
- LEED ratings dominate the green label.
- Government is looking at action, including building codes, overall awareness of energy efficiency, solar water heating, and exploring solar cooling.



## CLIMATE POLICIES (NDCS)

- Action in buildings in the Energy Sector portion of the NDC, including new efficient codes and mandating high standards from all public buildings.

## MARKET STATUS



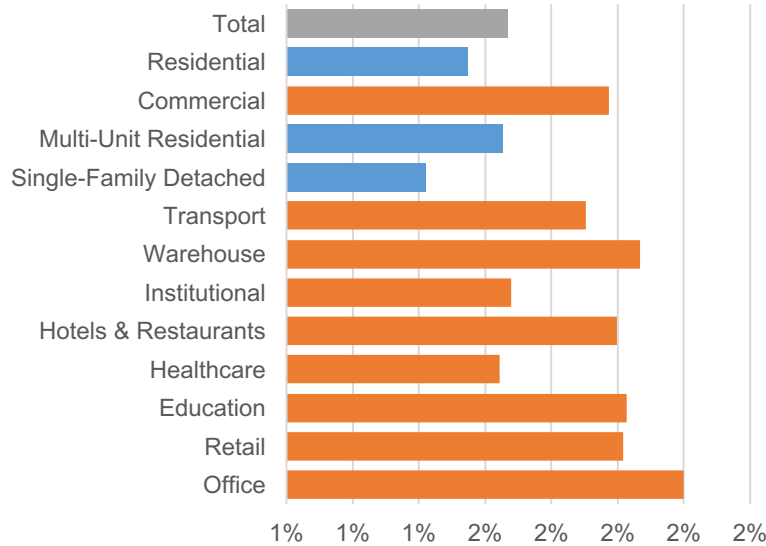
- Capital Bank was supported to improve access to housing and business finance.
- Government cut the property sales fees from 5% to 2.5%.
- Jordanian real estate is expected to witness future growth rate between 10-20%, due to younger population increases.
- There is green building opportunity due to increase demand for buildings.

Sources: Navigant Research Global Building Stock Database, World Bank NDC Database, Green Building Information Gateway



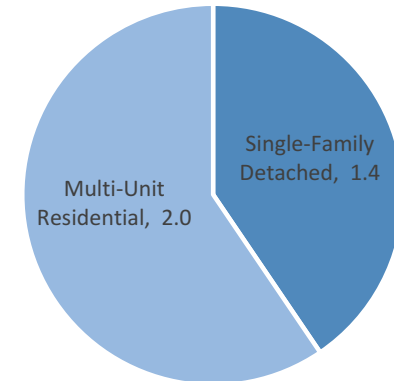
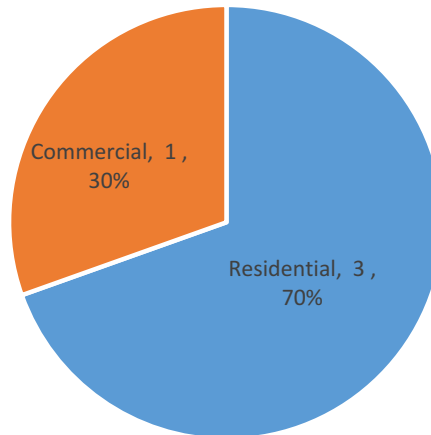
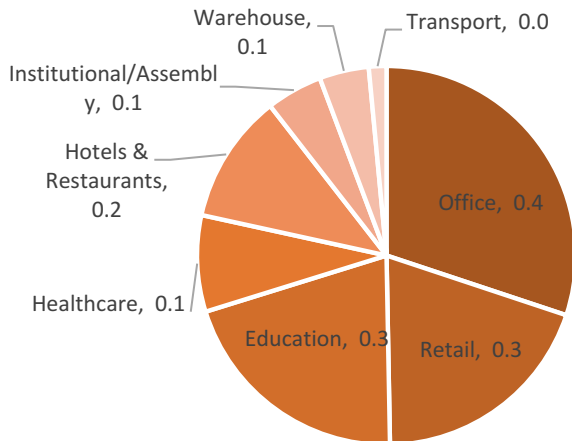
# MODERATE GROWTH ACROSS THE INDUSTRY

MARKET GROWTH BY SUB-SECTOR (CAGR)



- Jordan is experiencing moderate but steady growth across the building sectors.
- Though commercial is growing slightly faster than residential, residential still occupies the larger footprint.

TOTAL MARKET SIZE 2018-25 (USD BILLIONS)





## GREEN BUILDING MARKET IS NASCENT

- 7 green certified projects are currently tracked.
- LEED is the dominant certification system.
- All of the projects are concentrated in the capital area.



Projects are in the commercial sector, and include:

- OMNITRADE New Offices
- ABS Randa Kawar IB College Building
- The Edgo Atrium
- ATG Headquarter
- Middle East Insurance Building
- Dutch Embassy in Amman (in 2010)



# JORDAN GREEN BUILDING COUNCIL (JORDAN GBC)

## WHAT IS JORDAN GBC?



Jordan GBC is a cross-sector non-governmental not-for-profit organization founded in 2009 in Amman, Jordan reporting to both ministries of social development and of environment.

Jordan GBC is part of World Green Building Council.

### MISSION

Promoting and advocating the adoption of Green Building Practices in all phases of the building process, leading towards making Green Buildings a widespread reality in Jordan.

### VISION

To be recognized as the Reference for the Green Building ecosystem in Jordan while continuing global leadership.

### MORE DETAILS ABOUT JORDAN GBC:

<http://jordangbc.org/>



## LEARN MORE ABOUT EDGE CERTIFIED PROJECTS



### KESERWAN MEDICAL CENTER

Ghazir, Lebanon

Predicted Savings of EDGE Certification:



21% Energy Savings



25% Water Savings



26% Less Embodied Energy in Materials



### KESAR CITY

Gujarat, India

Predicted Savings of EDGE Certification:



23% Energy Savings



24% Water Savings



71% Less Embodied Energy in Materials

Access more case studies at <https://www.edgebuildings.com/projects/>



## PROJECTS CAN CHOOSE BETWEEN TWO EDGE CERTIFIERS FOR FAST, EASY, AND AFFORDABLE CERTIFICATION



CERTIFICATION	PRICE (PER M <sup>2</sup> , EXCLUDING PARKING)	MINIMUM
0-25,000 FLOOR AREA (SQM)	\$0.27	\$2,250
25,000-50,000 FLOOR AREA (SQM)	\$0.22	\$6,750
50,000-75,000 FLOOR AREA (SQM)	\$0.17	\$11,000

\*Price per m<sup>2</sup>; Project appoints an auditor



thinkstep

PROJECT TYPE	CERTIFICATION	DESIGN AUDIT	FINAL AUDIT	TOTAL
Residential (one unit type)	\$1,500	\$3,650	\$4,320	<b>\$9,470</b>
<i>Residential (per additional unit type)</i>	<i>\$490</i>	<i>\$890</i>	<i>\$460</i>	
Commercial (single end use)	\$1,550	\$4,005	\$4,710	<b>\$10,265</b>
<i>Mixed-Use Buildings (per additional end use)</i>	<i>\$990</i>	<i>\$2,670</i>	<i>\$1,560</i>	

\*Price per type of project; Auditor fee is included

Details and registration forms can be found on the EDGE program website:  
<https://www.edgebuildings.com/certify/other-countries/>



# RESEARCH METHODOLOGY

## COUNTRY LIST

- IFC chose countries that correspond to the [Climate Investment Opportunity Report](#) (CIO Report) as well as countries of strategic interest for IFC.
- IFC plans to release additional country analysis, pending resources.

## TOTAL MARKET OVERVIEW

- Building stock was sourced from the [Global Building Stock Database](#) and confirmed by country experts, if possible.
- The research team found local prices for capital construction expenses, or used global proxies otherwise.
- Market sizing was executed for new construction and did not focus on retrofits.

## SNAPSHOT OF THE CURRENT GREEN MARKET

- Main source of information was the [Green Building Information Gateway](#), confirmed by local green building council reports, if such existed.
- The research team focused on properties certified as green.

## GOVERNMENT POLICIES

- Main information was sourced from the [World Bank NDC Database](#).
- Additional information was found using various searches as well as government websites.

## PROJECTIONS FOR GREEN PENETRATION

- Based on the total market growth, snapshot of the current green market, and the enabling environment of government policies, the research team projected green penetration per each of the sub-sectors.
- Weighted average of combined sector data produced the final penetration number.
- The analysis focused only on new construction, and focused only on certified properties.
- As tools for retrofits take off in the market (including IFC's EDGE product), analysis may be amended to include the retrofit market.
- Market potential may be different from numbers reported in the CIO Report, as a more conservative estimate was used for business planning purposes.

## OTHER

- Information for green building councils was sourced from [World GBC website](#).
- Case studies were presented only for IFC's EDGE green building software and certification system.
- However, lists of all green certified projects in a given country can be found through the [Green Building Information Gateway](#).
- Finally, pricing for EDGE certification was included to illustrate that green certification is affordable and achievable in emerging markets.





# ACKNOWLEDGEMENTS

## DONOR ACKNOWLEDGEMENT

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## COLLABORATION ACKNOWLEDGEMENT

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