



Creating Markets, Creating Opportunities

**Certify
Green and
Change Your
World.**

www.edgebuildings.com

Outshine the competition with EDGE

“By adopting EDGE, your company can become more competitive and demonstrate leadership in the green building space.”

Elizabeth Wangeci Chege
former chairperson of KGBS

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 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.

Purple Tower by Purple Dot International



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 percent extra, with the tangible benefits outweighing any initial costs.

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



Commercial Owners

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



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 Kenya

Kenya's construction industry grew 13.9% in 2015 and 9.2% in 2016 (CAHF, 2017). Housing construction is at 50,000 units per year but the annual demand is much higher requiring 200,000 housing units. The cumulative housing deficit exceeds 2,000,000 housing units and almost 61% of urban households live in slums (CAHF, 2019). By diverting the construction industry to a greener path, there can be a positive contribution to the environment and climate change by reducing water and energy consumption in buildings while continuing to fulfill the economic and social development need for housing.

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 Kenya

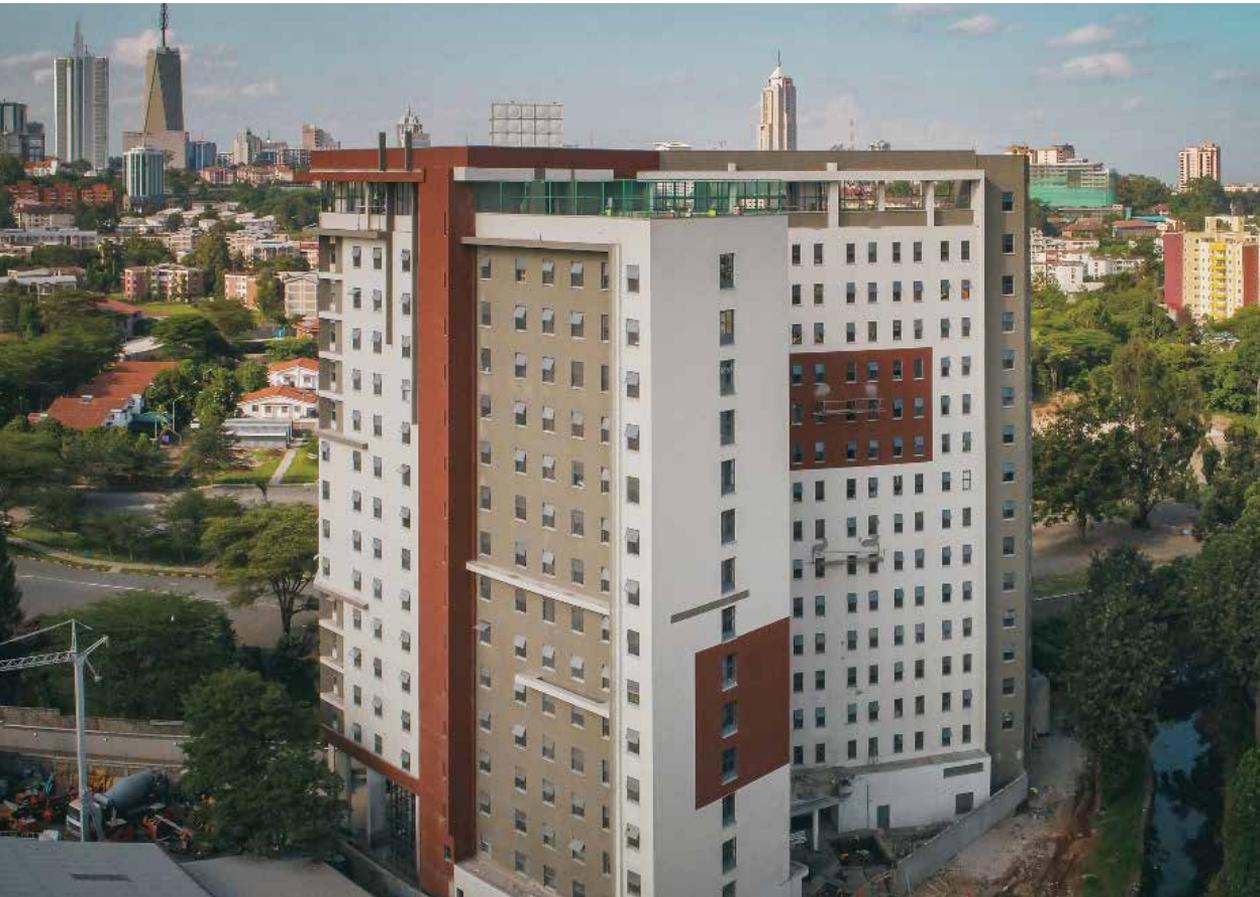
- ▶ Corporate positioning as a first-mover
- ▶ Rich data from several cities in the EDGE App
- ▶ Completely online certification process
- ▶ Integrity and technical rigor of certifier
- ▶ Association with the IFC brand

CASE STUDY:

Acorn Adopts EDGE

Acorn utilized the fact that EDGE has aligned with international standards and the team realized they can launch a green bond for their portfolio of green student housing. This was Kenya's very first green bond and the company received a lot of attention when it launched the trading on the London stock exchange. The bond was launched entirely for a collection of EDGE-certified properties.

Acorn's projects utilize resource-efficient design features and technologies to conserve natural resources, including LED lighting and low-flow plumbing fixtures. The resource-efficient design will also lower their carbon footprint.

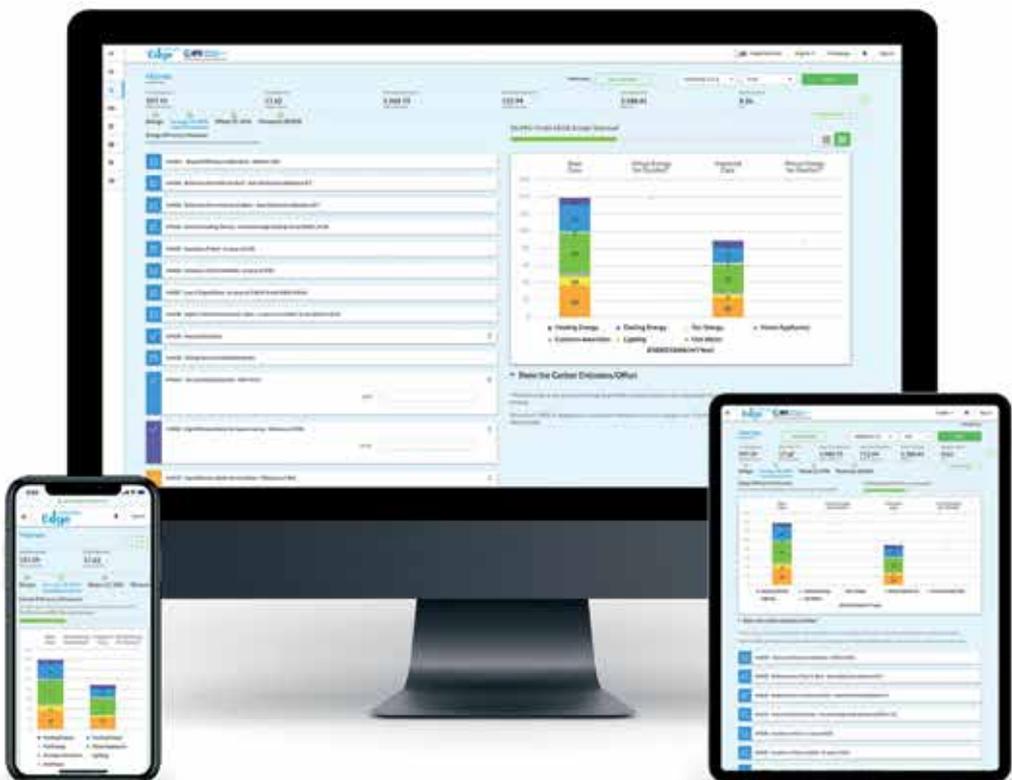


Discover the power of the free EDGE App

The EDGE App is a 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.

“Never before have building design teams been able to quickly and easily choose systems and solutions while immediately viewing financial and environmental impacts. The EDGE software has made this possible.”

Madhur (Muddy) Ramrakha
Director
ijenga, Kenya

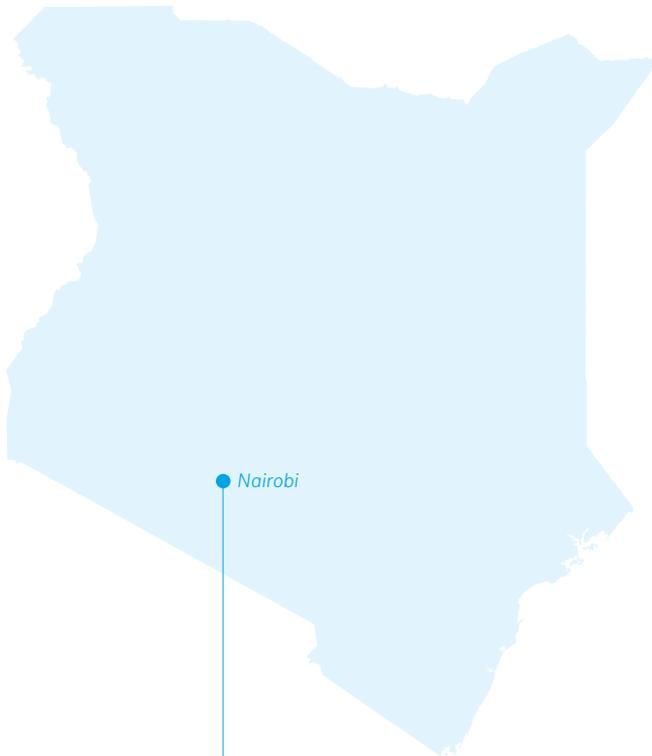
Watch “How to Meet the EDGE Standard.”



EDGE is gaining popularity across Kenya

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

African Logistics Properties, Acorn Holdings Ltd, Centum, International Housing Solutions, Krystal Investment Ltd, 14 Trees and Best Western Nairobi are among the most prominent companies that are certifying their projects with EDGE, bringing value to the lives of their customers while enhancing their sustainable brands.



- KRIL Hospital
- Purple Tower
- Mzizi
- Mvule Gardens by 14 Trees
- The CUBE
- Landmark Place Karen
- Trade and Development Bank Tower
- The Promenade
- Qwetu Parklands
- Qwetu WilsonView
- Delta Centre – World Bank Group Office Nairobi
- Executive Residency by Best Western Nairobi
- Aashiana
- ALP North

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



ALP North



Mvule Gardens



Delta Centre



Qwetu Wilsonview by Acorn



The Promenade



Aashiana



Mzizi



Executive Residency by Best Western Nairobi



Trade and Development Bank



Purple Tower



Landmark Place Karen



The Cube



KRIL Hospital

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.



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.



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.



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.

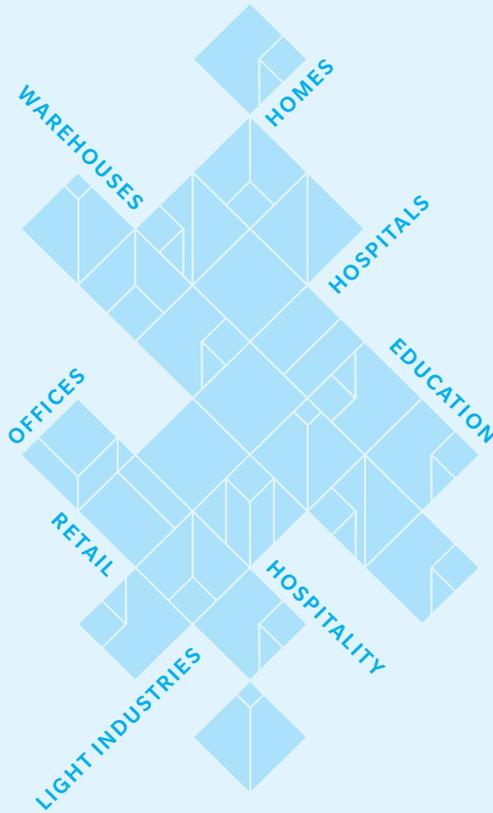
Cost 500 USD per single building in addition to certification fees.



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.

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.



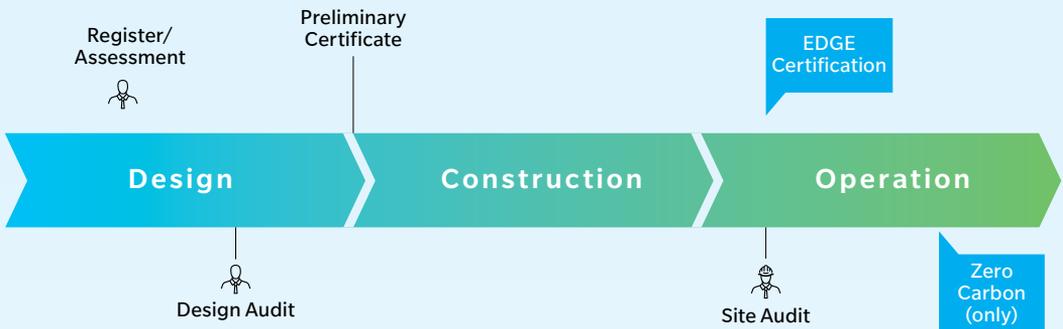
STEP 2: Certify

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.



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 edgebuildings.com/marketing/edge-plaque



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

GBCI is a third-party organization that provides independent oversight of professional credentialing and project certification programs related to green building. By working together with IFC, GBCI is responding to the need for tomorrow's buildings to be resource-efficient and future-proof.

GBCI is the premier organization independently recognizing excellence in green business industry performance and practice globally. Daily, GBCI certifies 1.8 million square feet of construction space through green building rating systems and standards such as EDGE, LEED, WELL, GRESB, SITES, and PEER.

More information is available at www.edge.gbc.org. To contact GBCI directly, email edge@gbc.org.

Mvule Gardens by 14 Trees





Certification Pricing by GBCI*

Register all the buildings at your site now for one low fee of \$300. GBCI offers free online EDGE training in English for up to two project team members for each registered EDGE project.

Registration Per Project Site: \$300.

By choosing to work with GBCI you are able to select and contract your own local EDGE Auditor from our list. Competitive pricing and the potential to save on travel costs make EDGE certification even more affordable. Calculate your certification fee for each building based on its floor area (excluding parking).

Certification	Price (per square meter, 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 floor area (sqm)	—	\$11,000 Flat Fee

*Certification pricing includes both design and construction stages. Note that hiring a local auditor is required and is in addition to the cost of certification. View the contact list of GBCI-trained EDGE Auditors and reach out for a competitive quote. 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.



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.

The Sintali-SGS consortium has offices in nearly every country in the world. Contact their global team by email.

+44 203 473 8758 Email: edge@sintali.com

Certification Pricing for Kenya:

Register your project with Sintali-SGS for \$300. Sintali-SGS provides a complete “one-stop-shop” for EDGE certification, supporting clients from assessment straight through to final certification.

Registration Per Project Site: \$300.

The fees below represent the total cost for a standard project, including travel and other ancillary expenses. A discount applies if there is an EDGE Expert on the project team, or for multiple project registrations. Basic assessment support can also be provided by an EDGE Expert Partner at no additional cost.

Project Type	Certification	Design Audit	Final Audit	Total
Residential (single-family housing developments or apartment buildings with up to 100 units and up to three house/apartment types).	\$2,400	\$4,000	\$4,000	\$10,400
Commercial (buildings with a single-end use, including hotels, retail, offices, and hospitals).	\$2,400	\$4,000	\$4,000	\$10,400

*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 edge@sintali.com 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

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.



**International
Finance Corporation**
WORLD BANK GROUP

Creating Markets, Creating Opportunities