



*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 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.

***“Occupants of our exceptionally designed buildings benefit from lower energy and water bills. We’re committed to building green and have received EDGE certification for our projects, which gives us global recognition.”***

**Budiarsa Sastrawinata**

Managing Director,  
Ciputra Group

*The EDGE-certified Citra Landmark in Indonesia and was developed by Ciputra Group*



# 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.

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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 the solution

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.



***“The EDGE program has been a game changer for the affordable housing market in South Africa and is now taking shape in the other markets that we***

***operate in on the rest of the continent. IHS was able to display the ease of use and cost effectiveness to all of our stakeholders who now operate using EDGE on a ‘business as usual’ basis. The intervention of IFC with this program has been catalytic for the entire affordable housing market.”***

**Rob Wesselo**  
Managing Director,  
International Housing Solutions

CASE STUDY:

# Imperial Homes

Victoria Highlands Subdivision (VHS) is a new affordable housing development in the province of Camarines Sur. The community is ideally located just five minutes from the Iriga City center and is situated on flat terrain with views of Mt. Asog. The first solar-powered community in Iriga City, residents will benefit from the energy savings with lower utility bills. Plus, solar panels will provide power to the community when typhoons and other weather events cause brownouts in the area.

## Imperial Homes



*Imperial Homes, Philippines.*

42% energy savings

20% water savings

26% less embodied energy in materials

***“Soon everyone will live in a solar-powered home, as they make perfect business sense for builders and buyers. EDGE will make this happen.”***

**Emma Imperial**

Chairman, Imperial Homes

# 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 can be used for free 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 aligned to our commitment of fostering a more sustainable construction sector in Colombia.”*

**Camilo Albán**

VP Construction and Real Estate Sector – Davivienda



Watch “How to Meet the EDGE Standard.”

# EDGE is gaining popularity across the world

The following entities are among those who are certifying their projects with EDGE, bringing value to the lives of their customers while enhancing their sustainable brands. EDGE V3 is now available in all countries.

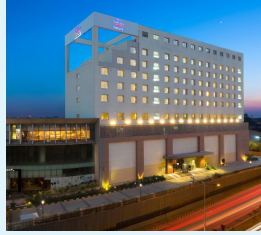




A selection of companies that have integrated EDGE certification into their business models:



Imperial Homes, Philippines



SAMHI, India



CareMed, Lebanon



PT Ciputra, Indonesia



Mvule Gardens, Africa



Hoteles City Express, Mexico



FPT Urban Company, East Asia



Vinte, Mexico



Nam Long, Vietnam



Canopus, Brazil



Hotel Ibis Apartadó, Colombia



Signature Global Park 3, India



Equites Park Meadowview - Digistics, South Africa



The Lakeside House of Francis Uy's Family, Philippines



Casa Carazo, Costa Rica



WINGS by Studium Green, Romania

# 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.

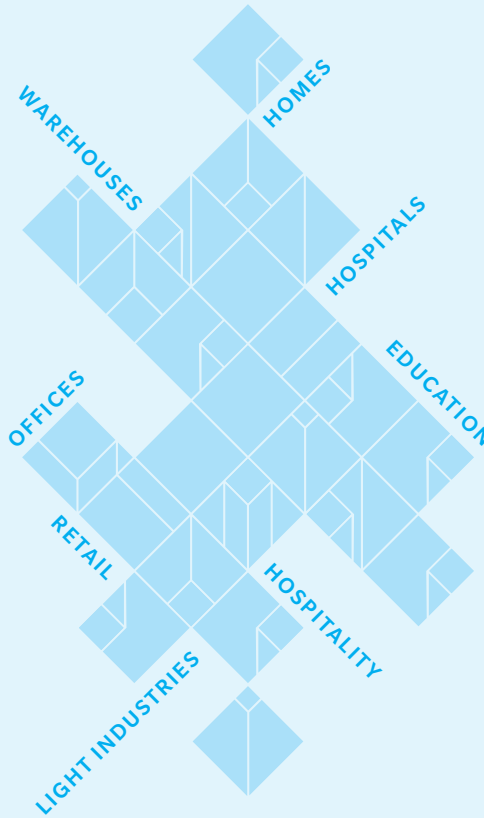
**Cost** Contact GBC Indonesia for information.



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:



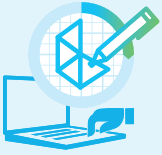
## EDGE Experts provide valuable support

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. GBC Indonesia will follow up to send the registration invoice.



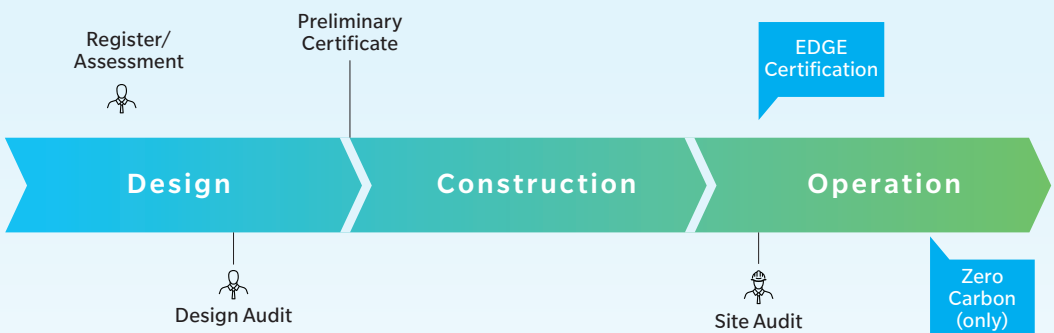
## STEP 2: Certify

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)



## EDGE certification partners

IFC works with premier partners to scale up green building growth in emerging economies.

IFC's global and local partners deliver EDGE certification in rapidly urbanizing markets around the world. Certification is offered at a nominal price. A list of partners is available at [www.edgebuildings.com/certify/certifiers](http://www.edgebuildings.com/certify/certifiers).

For the opportunity to certify a future portfolio, email [edge@ifc.org](mailto:edge@ifc.org).

***“ All the solutions are right there, it is only a question of adoption.”***

**Rahul Sabharwal**

Operating Officer,  
Value Budget Housing Corporation in India

## EDGE certification process

Certification is initiated at the early design stage, when details of the project are entered into the EDGE software and green options are selected. The project must reach the EDGE standard of a 20% improvement in energy, water, and materials as measured against local construction practice. When achieved, the project is registered for certification.



## 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, the Netherlands, and SECO.*



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