



Creating Markets, Creating Opportunities

**Certify
Green and
Change Your
World.**

www.edgebuildings.com

Outshine the competition with EDGE

“Sustainable construction is a pillar of our trade association. EDGE has helped us transform the construction sector by bringing added value to developers who choose to certify green in Colombia.”

Sandra Forero, Chief Executive Officer, Colombian Construction Chamber CAMACOL

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.

The EDGE-certified Centro Comercial Paseo Villa del Rio was developed by AshmoreAVENIDA, a private equity investment firm founded in 2018 when Ashmore Group acquired a majority stake in Avenida Capital.



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 Colombia

Colombia's future is increasingly urban, with nearly 75% of Colombians now living in urban centers and with estimates that the country's urban population will increase to 85% by 2050. Over the next four decades, nearly 20 million people will arrive in the cities, with the corresponding demands for housing, transportation, public and social services.

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 fewer resources will stand out in the overall building market.

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 Colombia

- ▶ Strategic alliance with the Colombian Chamber of Construction, CAMACOL, as a local partner
- ▶ Financial incentives applicable to certified projects
- ▶ Rich data from more than 70 cities in the EDGE App
- ▶ Integrity and technical rigor of the building certifier Association with the IFC brand
- ▶ Insurance benefits through SURA for residential and commercial buildings

CASE STUDY:

Constructora Bolívar Adopts EDGE

Recognized nationally as the leader in home sales, Constructora Bolívar is certifying its housing projects with EDGE. Constructora Bolívar certifies an average of 8,320 units per year and plans to double their commitment 2022. This offers buyers homes with many sustainability features, saving the homeowner money on their bills each month. By committing to EDGE, Constructora Bolívar is boosting the market for high quality green housing in Colombia.

Constructora Bolívar Projects with EDGE



Homes include natural ventilation, energy-efficient lighting, and water-saving faucets, amongst other sustainable solutions.

- ▶ 26 housing projects with design certificates, totaling 12,400 homes
- ▶ 680,000 square meters of certified projects in Bogotá, Cali, Santa Marta, and Ibagué
- ▶ 25 additional housing projects in the pipeline adding 18,000 homes
- ▶ More than 90% are social housing projects
- ▶ Savings of more than 5,900 tCO₂/year (about 0.5 ton per house)

CASE STUDY:

Davivienda Incentivizes Green Development

EDGE brings together those who design, develop, finance, incentivize, and live and work in green buildings, to unlock collaboration and create a more promising future. In response, government and banking incentives are springing up, which are an extra reason to opt for certification. Here's an example:

Country

Colombia

Bank

Davivienda

Building Typology

Residential and Mixed Use

Incentive

Reduction of a maximum of 100 basis points for residential and mixed-use buildings, in addition to covering 50% of the cost of EDGE certification (up to 15 million pesos COP).

Certification Systems

BREEAM, EDGE, LEED

Contact

nmotta@davivienda.com

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.

“EDGE is aligned to our commitment of fostering a more sustainable construction sector in Colombia.”

Camilo Albán

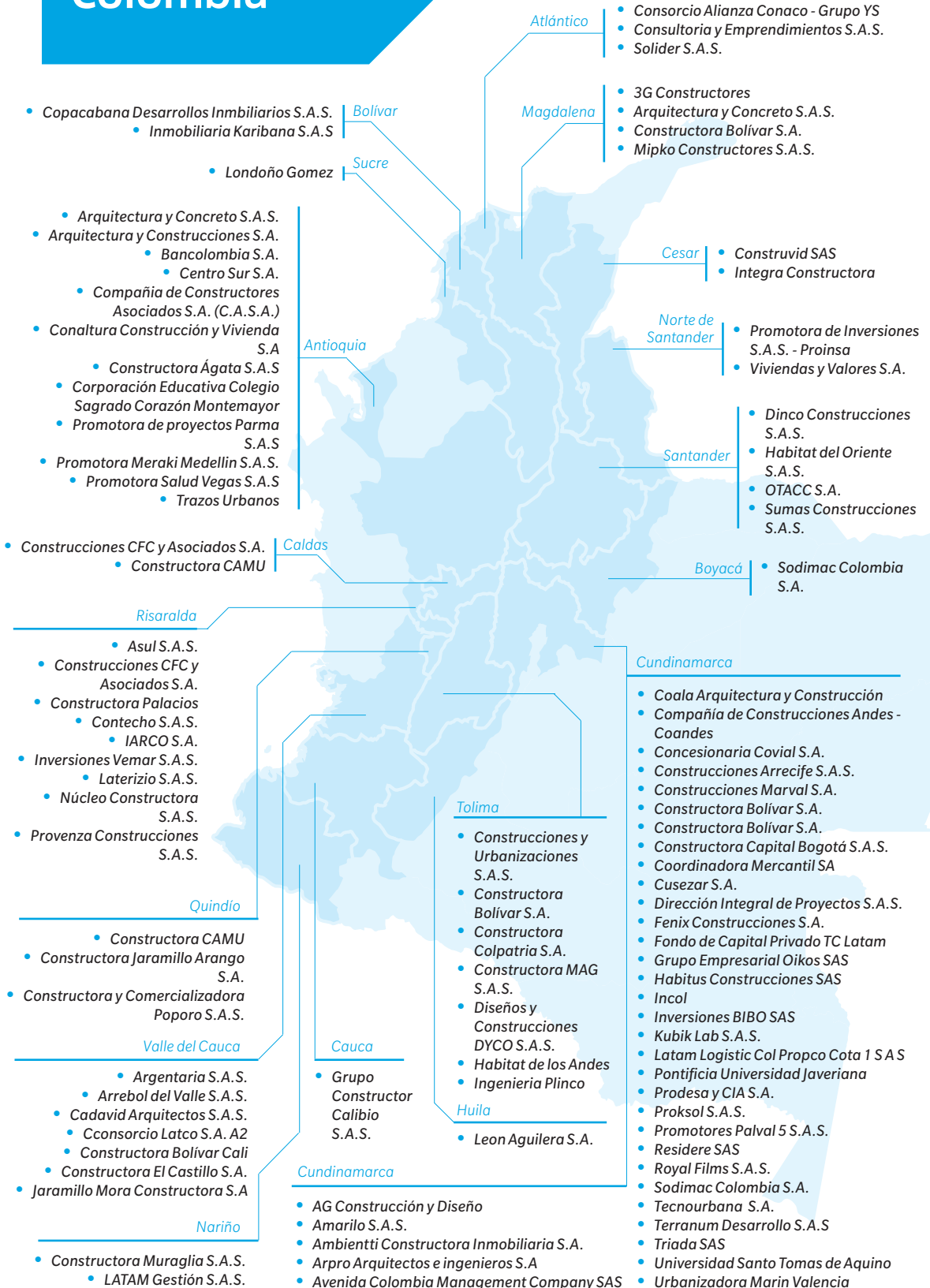
VP Construction and Real Estate Sector – Davivienda

Watch *“How to Meet the EDGE Standard.”*



EDGE is gaining popularity across Colombia

The following entities in Colombia 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:



Bio – Constructora Colpatria



Casa Nua – Conexo Inmobiliario, Alemol & Grupo Attia



Riovivo – Arconsa



OIKOS Savanna Palos Verdes



127 Living – Constructora Bolívar



Pionono Green – Feniz Construcciones



Hub Coordinadora



Cámara de Comercio Santa Marta



Bancolombia Punto Clave



Terranum Bodega Mercurio



Arboretum Condominio – Constructora CAMU



Hotel Ibis Apartadó



Edificio EPS Sanitas



Edificio Jorge Hoyos Vasquez - Pontificia Universidad Javeriana



Ciprés – Leon Aguilera S.A.

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.

To achieve certification in Colombia, your project must also comply with the country's national green building code (Res.0549/15).



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.

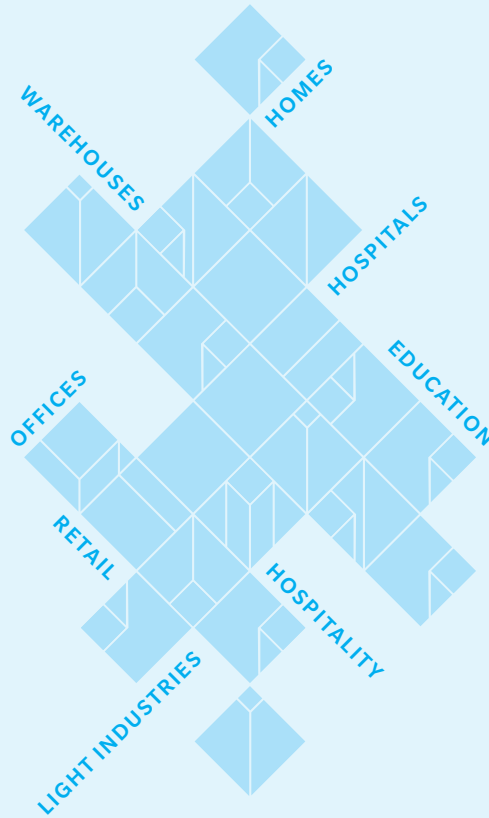
Cost 3 year recertification fee



Watch "How to Meet the EDGE Standard."

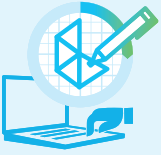
Building typologies of EDGE

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:



The EDGE-certified Gerardo Arango S.J. Building – School of Arts is the latest addition to Pontificia Universidad Javeriana's ambitious master plan to renovate a series of its buildings.

Start certifying your project with EDGE



STEP 1: Contact CAMACOL

CAMACOL is the exclusive provider of certification services in Colombia. Contact CAMACOL to receive a quote for your project and complete the administrative process required for registration.



STEP 2: Register

Design your project in the EDGE App and click apply for certification.



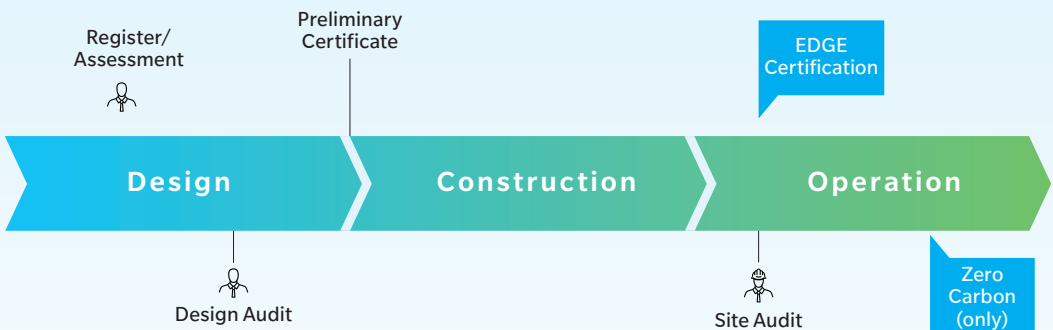
STEP 3: Certify

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 4: 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



**CAMACOL is
your go-to
source for EDGE
certification.**



CAMACOL is the exclusive provider of EDGE certification services in Colombia. CAMACOL is a nonprofit organization that brings together individuals and companies to strengthen the construction sector's value chain and boost competitiveness in Colombia.

To contact CAMACOL directly, email edge@camacol.org.co

Reference Pricing for Colombia*

Registration Per Project Site: COP 900,000

Project Type	Certification	Design Audit	Final Audit	Total
Residential <i>1 typology & max of 150 units</i>	COP 7,350,000	COP 8,585,500	COP 11,319,000	COP 28,154,500
Residential <i>up to 3 typologies & max of 150 units</i>	COP 8,400,000	COP 11,038,500	COP 13,585,000	COP 33,923,500
Residential <i>up to 3 typologies & 201-400 units</i>	COP 9,100,000	COP 11,038,500	COP 14,998,500	COP 36,037,000
Commercial <i>hospitality 3 stars or less, or serviced apartments with a max of 50 units</i>	COP 8,400,000	COP 10,505,000	COP 11,319,000	COP 30,224,000
Commercial <i>hospitality 4 stars or more, offices, retail, education, or hospitals</i>	COP 8,400,000	COP 12,265,000	COP 13,772,000	COP 34,437,000
Commercial <i>existing buildings</i>	COP 6,650,000	COP 0	COP 18,590,000	COP 26,140,000

*For more complex projects, reach out to CAMACOL to get a quote.



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.

A list of EDGE Expert in Colombia is available at <https://edgebuildings.com/edge-experts-around-theworld/>



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.



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