

## UNEP – SBCI 2012 AGM and Symposium

Resource Efficiency and Green Economy: Opportunities for Sustainable Buildings and Cities

# The State of Play: Reporting from Latin America

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# Re-assessing the Barriers for Sustainable Buildings...

-  Technical Fragmentation & Multiple Stakeholders
-  Low Cost (subsidized) Energy
-  Split Economic Interests (investor-contractor-user)
-  Lack of Information & Awareness
-  High-Risk Perception
-  Undervalue of Long-Term Savings & Benefits
-  No universal 'benchmark' or baseline for sustainable building performance

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# Global Influence

## Comission Environmental Cooperation (NAFTA)

*Challenges & Opportunities for Green Building in North America*



## World Business Council for Sustainable Development (WBCSD)

*Energy Efficiency in Buildings*



World Business Council for Sustainable Development

## UNEP

*Sustainable Building & Climate Initiative*



UNEP SBCI  
Sustainable Buildings & Construction Initiative

## Clinton Climate Initiative

*Large Cities Climate Leadership Group*

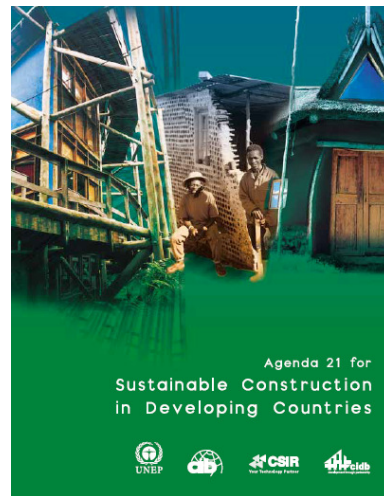


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# Enablers Review

1. Technological
2. Institutional
3. Value-Based



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## Enablers Review

**1. Technological Enablers**

- Benchmarking & Assessment
- Knowledge Sharing
- Technologies to Mitigate Impact
- Technologies of the Future
- Changing the Construction Process



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## Enablers Review

**2. Institutional Enablers**

- Clarification of Roles & Responsibilities
- Education
- Advocacy & Awareness
- Cooperation & Partnerships
- Linking Research to Implementers



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## Enablers Review

**2. Institutional Enablers**  
*(contd.)*




- Using Institutions as Drivers
- Develop Regulatory Mechanisms
- Strengthening & Implementing Mechanisms

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## Enablers Review

**3. Value Enablers**



- Mapping the Route and Landmarks of Change
- Understanding what drives current Value Systems
- Re-evaluating Heritage & Tradition
- Develop a new way of measuring Value and Reward

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## Enablers Review

**3. Value Enablers**  
*(contd.)*

- Develop Codes of Conduct based on Shared Ethic
- Corporate Social Responsibility Reporting



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## Programs & Incentives in LatAm

- Density Bonus
- Awards & Media Exposure
- Tax Exemptions (ie. Property Tax)
- Speedy Permit Authorization
- Energy Savings Programs –Demand Side
- Preferential Funds or Loans
- Discounts & Reimbursements
- Sales Tax Reduction

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# Continental Congress 2011

## Sustainable Building in The Americas: Partnering Public Sector's Best Practice for a Green Economy

August 2011, Mexico City

The slide features a collection of logos. On the left, there are logos for 'World Green Building Council', 'Mexico Green Building Council', and 'UNEP'. Below these is the logo for 'Tecnológico de Monterrey'. On the right, under the heading 'AmericasGBC Network', there is a grid of logos for various Green Building Councils: Paraguay GBC, Bahamas GBC, Islas Caimán GBC, El Salvador GBC, and others. The logos include symbols like leaves, buildings, and circular icons representing green building principles.

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# Top 10 Regional Challenges

- I. Urban Planning & Land Management
- II. Natural Disaster Adaptation & Recovery
- III. Mobility & Transport in Urban Areas
- IV. Solid Waste Management
- V. Air Quality and GHG emissions
- VI. Efficient Use of Energy & Water
- VII. Update and Enforce of SB Norms & Codes
- VIII. Tax incentives: focus on Affordable Housing
- IX. Labelling for green Products & Materials
- X. Country-level vision (National Agendas) for SB

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## LatAm: Six Strategic Actions

- I. 'Regional Cruzade' for awareness, promotion, education and training in Sustainable Building (SB)
- II. Country/Regional Diagnosis (*state of play* and *future vision*) and National Agendas for SB
- III. Deploy Urban Planning Best Practice in LatAm's major cities
- IV. Create B&C Norms, Regulations and Certifications under Standardized Protocols
- V. Incentives based on green technology's efficiency
- VI. Establish Regional R&D Centers to enhance SB capacity and collaboration

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## Seeking the Right Balance...

**MANDATORY REGULATIONS**Improved Performance in  
Laws & Regulations

&amp;

**VOLUNTARY PROGRAMS**Increased Market Value  
for exceeding Standard Codes

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## Seeking the Right Balance...


**MANDATORY REGULATIONS**  
 More stringent B&C codes  
 More encompassing environmental issues

&

**VOLUNTARY PROGRAMS**  
 LEED™ widely accepted in LatAm  
 Green Product labelling

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## Model Public Programs



Ministerio de Ambiente,  
 Vivienda y Desarrollo  
 Territorial  
 República de Colombia

**Green Building Code +  
 Sustainable Building Seal**

(in progress)



**IFC**  
 International  
 Finance  
 Corporation  
World Bank Group

Ministry of Housing, City & Land  
 COLOMBIA



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## Model Public Programs

### Bolsa Verde RIO

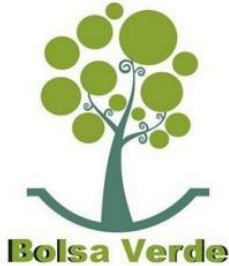
*Tentativa de baratear os custos do crédito de carbono*

BV Rio é uma ONG com apoio da Prefeitura do RJ  
**Primeiro projeto será a compensação das emissões da Rio +20**

Permitir quem tem custo alto para mitigar as emissões possam comprar de quem os custos são menores

Venda de ações na bolsa de valores

Rio de Janeiro  
**BRASIL**



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## Model Public Programs

### Copa do Mundo 2014

**10 estádios da Copa registrados na certificação LEED**

Iniciativa repercutiu internacionalmente e a FIFA passou a **obrigar a certificação para as próximas Copas**

BNDES aprovou junto ao Governo Federal uma linha de financiamento especial aos estádios da Copa

**BRASIL**





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## Model Public Programs

### Leis de Cunho Mandatário



**Projeto de Lei 2457/2011:**  
 Reaproveitamento obrigatório de água

**Projeto de Lei 115/09:**  
 Obrigatoriedade do **telhado verde** para edifícios residenciais ou não, com mais de três unidades agrupadas verticalmente.

**Lei no município:**  
 obriga todos os proprietários de ar condicionado a coletarem a água proveniente da condensação sob pena de multa.



Município de Limeira – SP  
 BRASIL

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## Model Public Programs

### Sustainable Building Norm

**NMX-ES** (in progress)  
*Proposed Incentives: Tax rebates, Speedy Permit & Utility Connection Lower Fees*



Federal Program  
 Ministry of the Environment  
 MEXICO

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# Model Public Programs



## Integrated Sustainable Urban Developments

*Incentive: Technical Support, Expedited Permits & Access to Preferential Funds*



Federal Program  
Ministry of Social Development  
MEXICO

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# Model Public Programs

## Green Mortgage

**Now mandatory... +500,000 green loans every year!**


*Incentive: Up to USD\$3,000 for Eco-Technologies*



Federal Program  
Workers Housing Finance Institute  
MEXICO

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## Model Public Programs



### Sustainable Housing

### ‘Ésta es tu Casa’ Program & Green Design Guidelines

*Incentive: Up to 20% subsidy of house value*



Comisión Nacional de Vivienda  
**CONAVI**

guíaconavi

critérios e indicadores para desarrollos habitacionales sustentables

Federal Program  
 National Housing Commission  
**MEXICO**

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## Model Public Programs



**Ciudad Mexico**  
*Capital en Movimiento*

### Certification Program for Sustainable Buildings

*Incentive: Up to 30% reduction in property tax*



Secretaría del Medio Ambiente

Mexico City Government  
 Secretary of Environment  
**MEXICO**

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# Conclusions

- Bridge the Knowledge gap:  
Education, Awareness & Replicability
- Practice Technical Resources & Policy Toolboxes  
(*ie. UNEP-SBCI's SB Protocol, CCM, SUSHI & SPOD*)
- Winning Formulae: Stronger Mandates + Incentives
- Strengthen Regional and South-South Networks
- Page is blanc... Define National SB Agendas!

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# ¡Muito obrigado!

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