



Building a brighter tomorrow in India with EDGE



The concept of sustainable development is not new to India and in recent years, the nation has continued to take on a greater leadership role in the global sustainability movement. At the last COP 21 conference, India made a bold commitment to reduce its emissions by 33 to 35 percent by 2030 compared to 2005 levels.

To achieve this, India has set high targets on renewable energy, efficiency and carbon reduction, committing to increasing its non-fossil based power capacity from 30 to 40 percent and reducing carbon by almost three billion tons by 2030. In addition, the national government has promised to provide reliable power to all and is becoming a leader in the production and manufacturing of renewable energy technology.

India has also shown tremendous leadership in the smart cities movement with efforts such as the 100 Smart Cities Project. An integral part of this effort is sustainable development and green building. Over the last several years, green building in the country has already seen a dramatic increase as India has become an engine of green growth.

However, there is still work to be done if we are going to create a sustainable future for everyone in India – a future anyone can participate in regardless of their social or economic means. This means a future in which the built environment continues to prioritize affordable and environmentally conscious housing and commercial buildings as an integrated strategy to spur economic growth and development. The cost of development cannot come at the cost of social welfare. This is why we need to focus our resources on bringing in more builders and developers who are committed to sustainable development and make green building more practical, accessible and affordable for a larger audience than ever before.

India, after all, is rapidly urbanizing on a breathtaking scale and in the next few decades, urbanization will only continue to increase, changing the economies and lifestyles of Indians all over the country. While urbanization has driven a tremendous amount of economic development, it has also created serious challenges including energy shortages, water scarcity, waste accumulation, an air quality crisis, chronic diseases and other serious environmental challenges. Buildings directly contribute to these challenges. They are responsible for an enormous amount of energy use, resource consumption and greenhouse gas emissions. According



to the UNEP Buildings and Climate Change Report, buildings account for more than 40 percent of global energy use and one-third of global greenhouse gas emissions. Therefore, the building sector in India holds the largest potential and accountability for significantly mitigating climate change, reducing resource depletion and improving human health.

All of the issues associated with urbanization can be addressed by building more sustainable, resource-efficient buildings and communities, providing a gateway to a more sustainable future for India. It is also

critical that we make the right investment choices today to push the market towards resource efficiency and transform buildings into extraordinary assets that achieve substantial reductions in greenhouse gas emissions and help reduce their environmental impact, all while benefiting the triple bottom line of people, planet and profit. We can also avoid locking in high-carbon urban infrastructure and reward those who choose to develop, live and work in green buildings.

By thinking differently – by being practical and by being smart, we can





sector in emerging markets. Working with businesses worldwide, IFC uses its six decades of experience to create opportunity where it is needed most. IFC leverages its capital, expertise and influence to help the private sector end poverty and boost shared prosperity. Standing between the public and private sectors, IFC brings market-based solutions to respond to the challenge of creating low-carbon economic growth. IFC aims to demonstrate financial success in order to encourage positive change in investment patterns in rapidly urbanizing markets, which is where the greatest potential impact can be made.

design a better future for all. Imagine—a future where every building can be more profitable. A future where every building can easily become green. A future where green building is a not just a privilege, but a right for everyone. The opportunity is there — by choosing the right solutions and the right technologies, this future isn't only possible it's achievable.

has nearly a decade of presence in India. Through rigorous certification and credentialing standards, GBCI is driving adoption of green building and business practices. GBCI has helped more than 39,000 buildings and projects across 167 countries and territories to become green, sustainable, healthy and resource efficient.

GBCI and IFC have partnered together to offer the EDGE green building certification system in India. This partnership has the potential to transform the built environment and housing market in India and help the real estate industry incorporate sustainable practices in a fast, simple and affordable way. This partnership will boost eco-friendly construction, make buildings more resource-efficient and support all levels of our society.

IFC is the largest global development institution focused on the private

Partnership is the new leadership

The mass-market transformation of the built environment will require widespread participation and cooperation. Therefore, Green Business Certification Inc. (GBCI), the global certification body for the LEED green building program, and International Finance Corporation (IFC), a member of the World Bank Group, have partnered together in India to ensure that tomorrow's buildings are more resource-efficient and future proof.

GBCI is the premiere organization independently recognizing excellence in green business industry performance and practice globally and



EDGE –“Excellence in Design for Greater Efficiencies”

EDGE, an innovation of IFC, is a green building certification system designed to help emerging markets like India make their buildings more resource efficient and achieve mass market transformation for the built environment. EDGE is now available in more than 130 countries and serves as a fast, simple and affordable way to scale up green building in emerging markets. EDGE certification applies to new construction, existing buildings and major renovations of the following building types—homes, offices, hotels, retail and hospitals. As a global certification provider of EDGE, GBCI administers EDGE certification in nearly 120 countries around the world. GBCI is also the exclusive certification provider for all EDGE buildings in India.

EDGE, comprised of a web-based software application, is a universal standard and certification system. To meet the EDGE standard, a design team or project owner uses the free EDGE software application to

demonstrate their building achieves a predicted savings of 20 percent in each of three areas: energy use, water use and embodied energy in materials—as benchmarked against a standard local building.





Builders and developers use EDGE as an investment-planning tool to calculate the ROI for their resource efficiency strategies. They use it to project savings – to project their energy, water and greenhouse gas emissions savings. They use it because it is powered by data; EDGE's advanced database understands a developer or building owner's local climatic conditions and building usage. And they use it because it is one of the most inclusive tools in the market – with EDGE, resource-efficient buildings become available to all.

By certifying their building to EDGE, owners and developers can:

- Quickly increase the marketability of their sustainable building

The app quickly predicts savings in energy, water and embodied energy of materials and estimates utility savings, capital costs and the payback period. By using the software, a building designer can determine within minutes the optimum combination of design strategies for the best return on investment. In doing so, EDGE empowers developers and builders to quickly evaluate and compare estimated costs for design strategies targeting reductions in energy use, water use and embodied energy in materials. And by simply implementing a number of small design strategies and resource-efficiency measures, they can easily

achieve EDGE certification. The software can also be used by banks to assess financial viability.



- Receive a competitive differentiator in the marketplace
- Unlock greater value
- Make their building more attractive to buyers and tenants
- Command a higher sales price
- Attract tenants faster and at higher rental rates
- Increase a property's value
- Lower operating costs
- Realize brand recognition, public relations and community benefits
- Protect the planet



EDGE is a tremendous tool for the market, and deployed at scale, it will help us make progress towards a vision of sustainability for all. In particular, EDGE has great potential for the residential marketplace in India. EDGE is also designed to be a complement to other rating systems out there including the LEED certification program. Strategies applied through EDGE can also later be leveraged and upgraded to other green building technologies, such as LEED or local, country specific green building rating systems.



Greenbuild India – coming to Mumbai this November

This November, the Greenbuild India Conference and Expo will be held in Mumbai and in addition to inspiring keynotes, educational sessions, networking and a packed expo hall, EDGE and resource efficiency in buildings will be front and center at Greenbuild India.

Held annually in the United States since 2002, Greenbuild is the world's largest conference and expo dedicated to green building.

An EDGE Technical Workshop will be held November 1 and will help EDGE

project teams understand the EDGE standard, use the software application and navigate the certification process. It also prepares EDGE Expert candidates to take the EDGE Expert exam.

This is the last in-person EDGE Technical Workshop that GBCI will be offering in India this year, so register now to claim your seat: <http://greenbuild.usgbc.org/india/registration>.

The EDGE Technical Workshop is not included in the conference pass for

Greenbuild India. After the workshop, attend the conference for two days of speakers, networking opportunities, an expo hall featuring the latest green building products and technologies, and tours of Mumbai's green buildings.

Date: November 1, 2016, 9 a.m. – 6 p.m.; GBCI continuing education credit: 8 hours

Greenbuilding is all about people. EDGE allows us to deliver more to millions of people across India and the environment they call home. 

For information on Greenbuild India: <http://greenbuild.usgbc.org/india>.

